Ross Reports

ON TELEVISION PROGRAMMING

Wallace A. Ross, Publisher

Editor & Publisher: Wallace A. Ross
Editorial Director: Murray Gross
News Editor: David B. Graham
Talent Editor: Gordon Leigh
Research: Jacqueline DeJur
Research: Janet Roberts
Business Manager: Leonard Wayne
Circulation: Darryl King
Hollywood Manager: Lew Lauria
Hollywood Research: Maybelle Lauria

RESEARCH & INFORMATION SERVICE

Weekly Reports, Monthly Surveys, and Special Research for Ad Agencies, Advertisers, Networks & Stations, Talent Agents, Film Producers & Distributors, Unions, Creative & Performing Talent.

NEW YORK & HOLLYWOOD

SUBSCRIPTION

EXECUTIVE: $10 per month, $110 per year
Additional Subscriptions: Reduced Rates

•

A THREE-MONTH TRIAL is offered

NOVEMBER 1951

VOLUME 3, NUMBER 9

TV DIRECTORY

- **Names . . . Addresses . . . Telephones . . . Contacts**
  NEW YORK & HOLLYWOOD
- **Networks — TV Personnel, Studios, Theaters.**
- **Ad Agencies — TV Clients, Programs, Personnel.**
- **Sponsors — TV Ad Managers for 250 Top Firms.**
- **107 Stations — Personnel, Affiliations, Reps.**
- **Station Reps — Their Stations & TV Managers.**
- **Film Producers — Programs & Commercials.**
- **Film Distributors & Syndicators — Old & New Film.**
- **Film Facilities — New York & Hollywood.**
- **"Live" Packagers — Independent Production Firms.**
- **Agents — Unions — Publicity Firms & Press Outlets.**
- **Researchers — Production Services — Others.**
- **Network Shows On The Air — Alphabetically.**
- **Data Chart — Receiver Distribution, etc.**
- **Index — To Past ROSS REPORTS Features.**

Extra Copies: $5 for Subscribers, $7.50 non-Subscribers

Copyright 1951 by Wallace A. Ross

551 FIFTH AVENUE • NEW YORK 17, NEW YORK • MURRAY HILL 2-5910

* BROOKS COSTUMES ARE ON
EVERY TV CHANNEL
EVERY DAY

COSTUMES for TELEVISION

The largest collection of costumes and an experienced personnel with special training are available to give you immediate delivery of wardrobe at moderate rental charges.

Television's Official Costumer

BROOKS COSTUME CO.

1150 AVENUE OF THE AMERICAS
(6th Ave. bet. 44th and 45th Streets)
NEW YORK CITY • Tel. VAnderbilt 6-5060

VOLUME 3 NUMBER 9 NOVEMBER 1951

TV DIRECTORY

CONTENTS

Addresses & Telephones — Page

NYC:
- Advertising Agencies....21
- Agents (Artists' Representatives)....39
- Film Commercials Producers....43
- Film Facilities for Rental....43
- Film Editing, Storage, Libraries, Projection, Labs, etc.. 7
- Labor Unions (& Officials)....41
- Networks & NYC Stations.... 8
- Program Packagers ("Live" & Film Producers & Distribs)..42
- Production Services (Costumes, Scenery, Props, Info).... 6
- Publicity Firms....39
- Publicity Outlets (for press releases)....40
- Research Organizations....40
- 109 Stations On The Air....14
- Station Reps (& their stations)....19

Hwood:
- Networks & Local Stations (with their personnel)....44
- National Advertising Agencies....45
- Artists' Representatives....46
- Program Packagers....46
- Production Facilities....45
- TV Film Producers & Distributors....47

Advertising Agencies - Personnel, Tv Clients, Network Shows....22

Network Personnel - Executives, Producers, Directors, etc.... 9

Network Programs - Mid-October: Time, Net, Sponsor, Agency, Producer... 2

Stations On The Air - Locations, Personnel, Affiliations....14

250 Top Advertisers - Addresses & Advertising Managers....33

TV Data Chart - Receiver Distribution, Time Charges: By City....13

Index to Past ROSS REPORTS Features - By Issue & Date....48

Copyright 1951 by Wallace A. Ross

Extra Copies: Subscribers - $5; Non-Subscribers - $7.50 All Orders Prepaid...
Send checks to the publisher at 551 Fifth Avenue, New York 17, N.Y. No Samples.

CD DIRECTORY

C O N T E N T S

Advertisers & Delaymsgs — Page

[illegible] Advertising Agencies.....21
Agents (Agents' Representatives).....22
The Commercial Jingle.....43
Film Facilities for Rental.....43
Film Editing, Sound, Library, Production Labs, etc..7
Film & Videos (& Circuits).....41
Networks & TV Stations.....6
Production Companies ("Live" & Film Production & Services).....22
Production Studios (Studios, Sound, Lighting, Lab).....9
Industry Associations.....29
Publicity Outlets (For press releases).....30
Recording Equipment.....40
The Production Firm.....14
Station Reps (& their stations).....10
Stations & Local Stations (with their personnel).....44
Musical Advertising Agencies.....23
Artists' Representatives.....46
Talent Directory.....50
Production Facilities.....50
TV Film Processing & Laboratories.....47

Advertising Agencies - Alphabetical, by Clients, Services Some.....22
Talent Personnel - Performers, Producers, Directors, etc.....3
Production Companies - Film-Commercial Video, Tape, Sound, Agency, Production...6
Recording Studio Site - Location, Personnel, Affiliations.....14
Stations - Affiliations & Advertising Managers.....33
TV Film Depot - Receiver Distribution, Time Charges or Site.....13
Index to Jingle Film Production Companies - By Name & Date.....43

Copyright 1971 by Julian S. Ross
Terms for Loan: Sponsorship - $25; Non-Sponsors - $17.50. All Orders Prepaid...
Send Jingles to the publisher at 23 Tiffin Avenue, New York 17, N.Y. No Demos.

NETWORK PROGRAMS AS OF OCTOBER 1951

* Denotes alternate week programs or alternate week sponsorship. Network only.

PROGRAM	TIME(EST)	NET	SPONSOR	AGENCY	PACKAGER/PRODUCER
Dan Young	Th 9:00pm	CBS	Esso(East)	Marsh&Pratt	Ralph Levy CBS Hwd
			Kroger(midWest)	Ralph Jones	
			Ford Dealers(LA)	JW Thompson	
Aldrich Family	Fr 9:30pm	NBC	Campbell Soup	W Wheelock	Wm Morris
All Star Revue	Sa 8:00pm	NBC	Kellogg	K & E	Wm Morris & MCA
			Snow Crop	Maxon	
			Pet Milk	Gardner	
*Amazing..Malone	Mo 8:00pm	ABC	Sieberling	Meldrum & F	Bernard Schubert
Amer Forum of Air	Su 2:30pm	NBC	Bohn Aluminum	Zimer, K	Theodore Granik
Amos 'n' Andy	Th 8:30pm	CBS	Blatz	Weintraub	Gosden & Correll
At Home Show	Th 10:30pm	ABC	Masland	And'son,D&P	Jack Bertell
*Arthur Murray	We 9:00pm	ABC	Arthur Murray	R & R	Coby Ruskin MCA
Beat The Clock	Sa 7:30pm	CBS	Sylvania	Cecil&Pres	Goodson-Todman
Bert Parks Show	MWF 3:30pm	NBC	General Foods	Y & R	Louis G. Cowan
Better Home Show	Sa 6:30pm	ABC	Anthracite Inst	JW Thompson	David Lown ABC
Betty Crocker	Sa 12:00noon	ABC	General Mills	Dancer,F&S	Charles Powers
Beulah	Tu 7:30pm	ABC	Dreft,Oxydol	Dancer,F&S	Roland Reed, Hwd
Big Story	Fr 9:00pm	NBC	Pall Mall	SSC&B	Bernard Prockter
Big Top	Sa 12:00noon	CBS	Sealtest	NW Ayer	Chas Vanda WCAU-TV
Big Town	Th 9:30pm	CBS	Lever Bros	R & R	Chas Robinson CBS
Bigelow Theater	Th 10:00pm	DuM	Bigelow Carpet	Y & R	Jerry Fairbanks
Break The Bank	We 10:00pm	NBC	Bristol-Myers	Dancer,F&S	Ed Wolf
Bride & Groom	T,Th 3:15pm	CBS	Lehn & Fink	McCann-Eric	Masterson,Red&Nel
			Hudson Paper	Biow	
*Burns & Allen	Th 8:00pm	CBS	Carnation	Erwin,Wasey	Ralph Levy CBS Hwd
Camel News	M-F 7:45pm	NBC	Camel Cig	Esty	Clarence Thoman NBC
Captain Video	M-F 7:00pm	DuM	Post Cereal	B & B	Olga Druce B&B
Cavalcade-Sports	Fr 10:00pm	NBC	Gillette	Maxon	Bill Garden NBC
Cavalcade-Stars	Fr 10:00pm	DuM	Drugstore TV	Prod Adv Corp	Milton Douglas PAC
CBS News	M-F 7:30pm	CBS	Oldsmobile	DP Brother	Don Hewitt CBS
*Celanese Thtr	We 10:00pm	ABC	Celanese	Ellington	Wm Morris
Celebrity Time	Su 10:00pm	CBS	Goodrich	BBD&O	World Video
Chance..Lifetime	We 7:30pm	ABC	Bendix	Tatham-Laird	Robert Jennings
Charlie Wild	Tu 8:00pm	ABC	WineCorpOfAmer	Weiss&Geller	Regis Prod'ns
Chester The Pup	Su 12:15pm	ABC	Mason,Au & Mag	Turner&Dyson	Stone-O'Halloran
Chronoscope	MWF 11:00pm	CBS	Longines	VA Bennett	A Cartoun,Longines
City Hospital	Sa 12:30pm	ABC	Nair	Ted Bates	Walter Selden SSC&B
			Arrid,Rise	SSC&B	
Circle Theater	Tu 9:30pm	NBC	Armstrong Cork	BBD&O	Hudson Faussett NBC
Claudia(Jan 6)	Su 6:30	NBC	Swans Down	Y & R	Carol Irwin
The Clock	We 9:30pm	ABC	Rhodes Pharm	Larson & Mc	Regis Prod'ns
Comedy Hour	Su 8:00pm	NBC	Halo,Ajax	Sherm&Marq	Sam Fuller NBC
			Colg.Toothpaste	Ted Bates	
			Palmolive	Ted Bates	
			Fab	Esty	
Cosmopolitan Th	Tu 9:00pm	DuM	Drugstore TV	ProdAdv	Louis G. Cowan
Crime Photogrphr	Th 10:30pm	CBS	*Toni Inc	Tatham-Laird	Martin Manulis CBS
			*Arrid	SSC&B	
Crime Syndicated	Tu 9:00pm	CBS	Schick	Kudner	Jerry Danzig CBS
Crime With Father	Fr 9:00pm	ABC	Block Drug	Cecil&Pres	Wilbur Stark

**NOTE: Except where there are too many items, the product has been listed rather than the formal name of the advertiser (see Page 33 for list with addresses)

[illegible] Schedule as of October 1971

* Indicates alternate week programs or alternate week re-broadcasting. Network only.

Program	Time (Sun)	Day	Series (Year)	Actors	Producer/Director
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Lidsville Family	1r 9:30am	Sa	Tempbell Bunn	[illegible]	[illegible]
All Star Revue	Co 9:30am	MWF	Leslieyy	[illegible]	Ma Jurnie & [illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
*Bobbie-Wallaby	Mo 8:00am	[illegible]	[illegible]	[illegible]	Warren Bumphrey
Space Lords of Air	Su 9:00am	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
*[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[

NETWORK PROGRAMS AS OF OCTOBER 1951

PROGRAM	TIME	NET	SPONSOR	AGENCY	PACKAGER/PRODUCER
Danger	Tu 10:00pm	CBS	Block Drug	Cecil&Pres	Chas Russell CBS
Date With Judy	Sa 11:30am	ABC	McKesson & Rob	Tarcher	Ted Ashley
Dinah Shore	T,Th 7:30pm	NBC	Chevrolet	Camp-Ewald	NBC
*Don McNeill	We 9:00pm	ABC	Philco	Hutchins	Don McNeill WENR-TV
Down You Go	Fr 9:00pm	DuM	Old Gold	Len'n&Mitch	Louis G. Cowan
Egg & I	M-F 12:00noon	CBS	sustaining		Montgomery Ford CBS
Fair Meadows USA	Su 3:00pm	NBC	Johns-Manville	JW Thompson	Tony Stamford JWT
Faith For Today	Su 12:30pm	ABC	VoiceOfProphecy	Western Advt	Western Advt
Faye Emerson	Sa 9:00pm	CBS	Pepsi-Cola	Biow	Gil Fates
Fireside Theater	Tu 9:00pm	NBC	Duz,Ivory,Crisco	Compton	Frank Wisbar Films
First 100 Years	M-F 2:30pm	CBS	Tide	B & B	Murray Bolen B&B
Flying Tigers	Su 12:30pm	DuM	Johnson Candy	Fr Bruck	Brock Video
Foodini The Great	Sa 11:00am	ABC	Ipana	Doherty C&S	Fletcher Smith Hwd
			Sun Dial Shoe	Hoag & Prov	
Football	Sa aft	NBC	Westinghouse	Ketchum M&G	Ad Schneider NBC
Ford Festival	Th 9:00pm	NBC	Ford	JW Thompson	James Melton
Frank Sinatra	Tu 8:00pm	CBS	Eckoware	Earle Ludgin	Max Gordon CBS
Freddy Martin	We 10:30pm	NBC	Hazel Bishop	R Spector	Freddy Martin MCA
Fred Waring	Su 9:00pm	CBS	General Electric	BBD&O	Waring
Gabby Hayes	M-F 5:15pm	NBC	Peter Paul	Maxon	Martin Stone
			Quaker Oats	Sherm&Marq	
Gabby Hayes	Su 5:00pm	NBC	Quaker Oats	Sherm&Marq	Martin Stone
Garry Moore	M-F 1:30pm	CBS	Best Foods	Earle Ludgin	Herb Sanford CBS
			Cavalier Cig	Esty	
			Junket	McCann-Eric	
			General Electric	Y & R	
			Duz,Ivory	Compton	
			Quaker Oats	Price Rob&Fr	
			Standard Brands	Compton	
*Garry Moore	Th 8:00pm	CBS	Johnson Wax	Needham L&B	Herb Sanford CBS
Gaylord Hauser	W&F 1:00pm	ABC	Minute Maid	Ted Bates	Sherman Dryer
Gene Autry	Su 7:00pm	CBS	Wrigley	R & R	Flying A Prods Hwd
Godfrey&Friends	We 8:00pm	CBS	Chesterfield	Cunningham&W	Arthur Godfrey CBS
			*Pillsbury	Leo Burnett	
			*Toni	FC & B	
Godfrey Tlnt Scts	Mo 8:30pm	CBS	Lipton Tea	Y & R	Arthur Godfrey CBS
Greatest Fights	Fr 10:45pm	NBC	Chesebrough	Cayton	Allan Black,Cayton
Gruen Guild Thtr	Th 9:30pm	ABC	Gruen	McCann-Eric	Revue Prods, MCA
Hawkins Falls	M-F 5:00pm	NBC	Lever Bros	NW Ayer	Ben Park, WNBQ
Headline Clues	Th 8:30pm	DuM	Tidewater Oil	Len'n&Mitchl	Ted HammersteinDuM
Herb Shriner	Th 9:00pm	ABC	Arrow Shirts	Y & R	Wm Morris
Hwd Junior Circus	Sa 10:30am	ABC	Hwd Candy	R & R	NottoliNBC-HeyneR&R
Hwd Opening Night	Fr 10:30pm	CBS	Ennds	HB Cohen	Revue Prods, MCA
Hwd Screen Test	Mo 7:30pm	ABC	Ironrite	Br,Sm,Fr&Do	Lester Lewis
HomemakersExchng	M-F 4:00pm	CBS	participating		Harvey & Howe
Hopalong Cassidy	Su 6:00pm	NBC	General Foods	B & B	Hopalong CassidyEnt
(To be replaced by Claudia and Roy Rogers in Dec-Jan)					
Hour Of Decision	Su 10:00pm	ABC	Billy Graham	WF Bennett	Graham Evang. Assn
Howdy Doody	M-F 5:30pm	NBC	Colgate(Ted Bates),Mars(Leo Burnett), Internat'l Shoe(Henri,H&M), Kellogg(L Burnett), Wander(Grant Advt), Welch(Doherty,C&S)		Kagran (M Stone)
I Love Lucy	Mo 9:00pm	CBS	Philip Morris	Biow	Desilu Prods
Intvws..Ted Husing	Sa aft	NBC	General Tire	D'Arcy	Bob Johnson NBC
It's News To Me	Mo 9:30pm	CBS	Sanka	Y & R	Goodson-Todman
Jack Benny	Su 7:30pm	CBS	Lucky Strike	BBD&O	Hilliard MarksBBD&O
Jimmy Powers	Sa aft	NBC	National Carbon	Esty	Jimmy Powers

[illegible] FOOTBALL AS OF OCTOBER [illegible]

[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

NETWORK PROGRAMS AS OF OCTOBER 1951

PROGRAM	TIME	NET	SPONSOR	AGENCY	PACKAGER/PRODUCER
Kate Smith	M-F 4:00pm	NBC	Cannon Mills(NW Ayer), Chesebrough(Cayton), Gerber Foods(Federal), Glidden(Meldrum & F), Hunt Foods(Y&R), Jergens(RW Orr), Knomark Mfg(E Mogul), Minute Maid(Ted Bates), Pillsbury(L Burnett), Dreft & Oxydol (Dancer, F&S), Simmons(Y&R), Simoniz(SSC&B), SingerSewing(Y&R)		Ted Collins NBC
Kate Smith	We 8:00pm	NBC	BT Babbitt(Weintraub), Norge (JW Thompson), Congoleum(McCann-Eric)		Ted Collins NBC
Keep Posted	Tu 8:30pm	DuM	Curtis Pub	BBD&O	Spivak & Rountree
Ken Murray	Sa 8:00pm	CBS	Budweiser	D'Arcy	Ken Murray CBS
Kids & Co	Sa 11:00am	DuM	Internat'l Shoe	Westheimer&B	Wyatt & Schuebel
Kraft TV Theater	We 9:00pm	NBC	Kraft Foods	JW Thompson	Stanley Quinn JWT
Kukla Fran&Ollie	M-F 7:00pm	NBC	Life Mag(Y&R), Shredded Wheat(McCann-Eric), Tide(B&B), RCA-Victor Records(JWT)		Burr Tillstrom WNBQ
Langford-Ameche	M-F 12:00noon	ABC	DuPont(BBD&O), Cory Corp (Dancer, F&S), Cliquot Club(F Weston), Richd Hudnut(K&E)		Roger Kay ABC
Leave It...Girls	Su 10:30pm	NBC	Regent Cig	Br,Sm,Fr&Do	Martha Rountree
*Life...Linkletter	Fr 7:30pm	ABC	Green Giant	L Burnett	John Guedel
Lights Out	Mo 9:00pm	NBC	Admiral	Erwin,Wasey	Herb Swope Jr. NBC
Lv Lk a Million'r	Fr 10:00pm	CBS	General Mills	Knox Reeves	Jerry Bowne MR&N
			Grove Labs	Gardner	
Lone Ranger(SW Sta)	Th 7:30pm	ABC	Amer Bakeries(SW)	Tucker,W	George Trendele
Love Of Life	M-F 12:15pm	CBS	Amer Home Prods	Biow	Chas Schenck,Biow
Lucille Ball		See I Love Lucy			
*LuckyStrikeThtr	Mo 9:30pm	NBC	Lucky Strike	BBD&O	Neptune Prod'ns
Mama	Fr 8:00pm	CBS	Maxwell House	B & B	Carol Irwin
Man AgainstCrime	Fr 8:30pm	CBS	Camels	Esty	Frank Cooper
Martin Kane	Th 10:00pm	NBC	US Tobacco	Kudner	Frank Burns,Kudner
Meet The Press	Su 4:00pm	NBC	Revere Copper	St.Geo&Keyes	Martha Rountree
Miss Susan	M-F 3:00pm	NBC	Fab	Esty	Ted Ashley
*Mr Dist Att'y	Mo 8:00pm	ABC	Bristol-Myers	Y & R	Edward Byron
Mystery Thtr	Fr 8:00pm	ABC	Sterling Drug	Dancer,F&S	Roland Reed, Hwd
One Man's Family	Sa 7:30pm	NBC	Sweetheart Soap	ScheidlerB&W	Carlton E. Morse
			Miles Labs	Geoffrey Wade	
On The Line	Sa 5:45pm	NBC	Mutual Benefit	Bozell&JacobsClarence Thoman NBC	
Orig Amateur Hr	Tu 10:00pm	NBC	Old Gold	Len'n&Mitch	Reemack Prod'ns
Out There	Su 6:00pm	CBS	sustaining		Donald Davis, CBS
Pabst Boxing	We 10:00pm	CBS	Pabst	Warwick&Leg	Warick & Legler
Paul Dixon	Th 10:00pm	Jene	Sales	Schery & Br	Jack Taylor WCPO-TV
Paul Whiteman	Su 7:00pm	ABC	Goodyear	Y & R	Felix Jackson Y&R
P WhitemnTeenClub	Sa 8:00pm	ABC	Nash-Kelvinator	Geyer,N&G	C Bishop & Whiteman
Perry Como	MWF 7:45pm	CBS	Chesterfield	Cunningham&W	Lee Cooley C&W
Plainclothesman	Su 9:30pm	DuM	Larus & Bro	Warwick&Leg	Transamerican
PlayhseOfStars	Fr 9:00pm	CBS	Schlitz	Y&R	Felix Jackson Y&R
Racket Squad	Th 10:00pm	CBS	Philip Morris	Biow	Hal Roach Jr., Hwd
Ranger Joe	Su 12:00noon	ABC	Ranger Joe	Lamb&Keen	TG Brennan, L&K
RCA Victor Revue	Fr 8:00pm	NBC	RCA	JW Thompson	
Red Skelton	Su 10:00pm	NBC	Tide,Drene	B & B	Red Skelton Hwd
Rocky King	Su 9:00pm	DuM	Amer Chicle	Dancer,F&S	Jerry Layton
Roy Rogers	Su 6:00pm	NBC	Post Cereals	B & B	Roy Rogers Hwd
Rumpus Room	M-F 12:30pm	DuM	Sauce Arturo	Peck	Don Blauhut, Peck
Ruth Lyons	M-F 12:00noon	NBC	Campana(H Kastor), My-T-Fine (BBD&O), Corn Prods(CL Miller)		Gene Walz
Sammy Kaye	Sa 7:00pm	CBS	Lambert Pharm	Lambert &F	Coby Ruskin MCA
Sarah Churchill	Su 5:45pm	CBS	Hallmark	Foote Cone&B	Ted Ashley
*Say It...Acting	Fr 7:30pm	ABC	Brown Shoe	L Burnett	W Hooker-W Wirth
Search...Tomor'w	M-F 12:30pm	CBS	Joy,Spic&Span	Biow	Charles Irving

[illegible] PROGRAMS AS OF [illegible] 1951

PROGRAM	TIME	NET	STATION	AGENCY	PRODUCER/DIRECTOR
[illegible] Dates	M-T 7:00pm	NBC	Chicago Mills(In Ayers),		Gen Cutting Ad
[illegible] (Dayton), [illegible] Stude(Federal), Gilbert(Mallory [illegible]), Sun Foods(Ida), Jewelers(W Orr), Kimberly Mfg(Kimpul), [illegible] Dates Inc(Ted Bates), Pillsbury(L Bennett), Irwin & Cowdy [illegible]), Stanco(WRA), Stanco(BBDO), Stupe-Service(Ter)					
Little Orphan	Th 7:00pm	NBC	Ep Publ(Hermann), Kraft (In Thompson), Dragline(McCann-Erik)		Ted Cutting Ad
Stop-Gap	Th 8:30pm	Ind	Quaker Fun	Kelly	Sarah & Rosemary
Sec Secret	Su 8:00pm	CBS	Prudential	Lipton	Ken Murray
Life [illegible]	Su 11:00pm	ABC	Internal's Shop	Tastetowell	Frank & Schubert
Party TV Theater	Su 9:00pm	ABC	Kraft Foods	[illegible]	Stanley Cohen Ad
Robin Hood(Lil-M-T 7:00pm	NBC	Lil Mag(Ian), Sarsol(Ian), [illegible] Pharmaceuticals), Tide(Ben), Mr-Pepper Products(Ben)			Tom Williams Wife
Lucky Pup	M-F 12:00pm	ABC	Ingram(Ben), Pure Oil (Pure, Ben), Chicago Club(T Wenger), Rinso Blue(Ben)		Roger Ky ABC
Lorenzo Jones	Th 10:30am	NBC	Kraft Foods Co		Ty Ty Jones Burgess
Life of Riley	Tu 7:30pm	ABC	Green Giant	L Spencer	John Gowdy
Lights Out	M 9:00pm	NBC	Anchor	Tinsley, Geary	Herb Swope Jr. NBC
Lt Ma & Million's Lt	Th 10:30pm	CBS	General Mills	Kay, Stevens	Jerry Davis MBAA
Lone Ranger(SW Bra)	Tu 7:30pm	ABC	Lone Ranger(Ky)	Tinker	Barney Trudeau
Lone R Life	M-F 12:15pm	CBS	Pepsi Cola Trade	Blow	Dick Stanton, Blow
Lucille Ball			See I Love Lucy		
Mr & Mrs Northwestern	Mo 9:30pm	NBC	Kellogg Co	DDMO	Northwestern Prod'ns
Mona	Fr 9:00pm	CBS	Lambert Home	B & B	Mona Freeman
Mr & Mrs Detectives	Fr 8:30pm	CBS	Chesley	Getz	Frank Burns
Martin Kane	Th 10:00pm	NBC	NW Tobacco	Kudner	Frank Burns, Kudner
Meet The Press	Su 4:00pm	ABC	Newspaper Guild	Co-Operative	Martin Ponturo
Mike Douglas	M-F 3:00pm	NBC	Fab	Ruth	Don Dunlap
Mr Wise Kid	Mo 9:30pm	ABC	Pentagon-Sperry	I & S	Thomas Minor
Mystery Theatre	Tu 8:00pm	ABC	Dentists Drug	Lipscomb, BBD	Richard Pond, Ind
Mr Adam's Rib	Su 7:30pm	NBC	Shakespeare Corp	Richard Lewis	Carlton E. Morse
			Helen Hayes	Squibb, Wade	
Mr Ted Mills	Su 9:45pm	NBC	Mutual Benefit		Ted Mills-Barrow Thomas Inc
Mr & Mrs Mr	Tu 10:00pm	NBC	NBC Hall	Lee Hodges	Roberts Productions
Mark Twain	Su 8:00pm	CBS	Brown Shoe		Mark Twain, CBS
Mutual Broadcasting	Mo 10:00pm	CBS	Ferlin	Barrett & Leader	
Mutual Theatre	Th 10:00pm		Cream Wave	Chesley	Mark Twain MIO-T
Mutual Whitman	Su 7:00pm		Mutual		Felix Jackson Yes
Mr & Mrs Northwestern	Su 8:00pm	ABC	Tuesday-Lipton	Ogden, BBD	C Fleming & Williams
Nancy Chase	M-F 4:45pm	CBS	Chase National	Chase Nat Bank	Lee Chase Bank CBS
Nation Jamboree	Mo 9:30pm	NBC	Barrett & Sur	Lord Cohen	Transcontinental
Nightmare Theatre	Tu 9:00pm	CBS	Mutual	Ind	Philip Cohen, Ind
Nelson Eddy	Th 10:30pm	CBS	Philco Hospital	Ind	Ind Ins & Acc, Ind
Nelson Lee	Su 12:00noon	ABC	Ronson Lite	Lennen	Ch Freeman, LEN
New Yorker Novel	Fr 8:30pm	NBC	Ind		Fr Thompson
Ned Sheldon	Su 12:30pm	CBS	Tide, Pepsi	B & B	Ned Sheldon Ind
Nancy Kim	Su 9:45pm	NBC	Anne Nichols	Duncan, BS	Nancy Kim
Night Beats	Sa 8:30pm	CBS	Ford Tractor	B & B	Jay Rogers Ind
Newton Boys	M-F 12:30pm	NBC	Bauer Aspirin	Ayer	Don Ricardo, Pen
Four Star	M-F 12:00noon	NBC	Lemonade Sunny,	M-C-Line	Pen Ind
(CBDO), Corn Prod(Ben-Ellis)					
Nancy Kim	Su 7:30pm	CBS	Mickey Pharm	Lennen	John Kimbrough
Open Quarterly	Su 2:15pm	CBS	Quarterly		Open Quarterly Ind Studio
Pat Allen	Th 7:30pm	ABC	Brown Shoe	L Ferguson	Pat Allen
Paul Whiteman's Ret	Su 5:30pm	CBS	Joy, Pepsi		Charles Irving

NETWORK PROGRAMS AS OF OCTOBER 1951

PROGRAM	TIME	NET	SPONSOR	AGENCY	PACKAGER/PRODUCER
See It Now	Su 3:30pm	CBS	ALCOA	Ful,Sm&Ross	Fred Friendly NBC
Show Goes On	Sa 9:30pm	CBS	SilverStarBlds	McCann-Eric	L Melamed CBS
Sky King Thtr	Su 5:30pm	NBC	Derby Foods	Needham L&B	Mot Pic for TV
Smilin Ed McCon	Sa 11:30am	CBS	Brown Shoe	Le Burnett	Frank Ferrin
*S Maugham Thtr	Mo 9:30pm	NBC	Tintair	Cecil&Pres	J Gibbs-A Marlowe
Song Time	Sa 6:30pm	ABC	Word Of Life	WF Bennett	Word Of Life
Songs For Sale	Sa 10:00pm	CBS	Sterling Drug	Dancer,F&S	Al Span CBS
			Carter Prods	SSC&B	
Sound Off Time	Su 7:00pm	NBC	Chesterfield	Cunningham&W	Doug Coulter NBC
Space Patrol	Sa 6:00pm	ABC	Ralston Purina	Gardner	Mike Mosser
Sports Spot	We 10:45pm	CBS	White Owl	Y & R	Judson Bailey CBS
Star Of The Family	Su 6:30pm	CBS	Ronson	Grey Adv	Norman Frank
Steve Allen	M-F 12:45pm	CBS	Ivory Flakes	Compton	Al Span, CBS
Stop The Music	Th 8:00pm	ABC	Hazel Bishop	R Spector	Louis G. Cowan
Old Gold(L&M), Prom, White Rain(FC&B)					
Stork Club	T,Th 7:45pm	CBS	Fatima	Cunningham&W	Mike Dutton
Strike It Rich	M-F 11:30am	CBS	Vel, Super Suds, Lustre Cream		
Shampoo(Esty), Palmolive,Veto(T Bates)					
Stu Erwin		See Trouble With Father			
Studio One	Mo 10:00pm	CBS	Westinghouse	McCann-Eric	Worthington Miner
Super Circus	Su 5:00pm	ABC	Canada Dry(JM Mathes), M&M		Phil Patton
Candy(Esty), Internat'l Shoe(Henri,H&Mc)					
Suspense	Tu 9:30pm	CBS	Elec-Autolite	Cecil&Pres	Robert Stevens CBS
Talent Scouts		See Godfrey Talent Scouts			
*Tales Of Tom.	Fr 9:30pm	ABC	Kreisler	Hirshon-Gar	Foley & Gordon
Ted Mack Fam Hr	Su 6:00pm	ABC	General Mills	Tatham-Laird	Reemack Prod'ns
			CA Swanson	Tatham-Laird	
TV Playhouse	Su 9:00pm	NBC	Philco(Hutchins)	Goodyear(Y&R)	Fred Coe NBC
Texaco Star Thtr	Tu 8:00pm	NBC	Texaco	Kudner	Hank Ladd, Kudner
They Stand Accused	Su 10:00pm	DuM	Crawford	Al P Lefton	J Farragon WGN
This Is Show Bus.	Su 7:30pm	CBS	Lucky Strike	BBD&O	I Mansfield CBS
Those Two	MWF 7:30pm	NBC	Tide	B & B	
Toast Of Town	Su 8:00pm	CBS	Lincoln-Mercury	K & E	Marlo Lewis CBS
Tom Corbett	MWF 6:30pm	ABC	Kellogg's	K & E	Rockhill Prod'ns
T-Men In Action	Th 8:30pm	NBC	Borden's	K & E	Prockter Prod'ns
Trouble Wth Fathr	Sa 7:00pm	ABC	General Mills	Dancer,F&S	Roland Reed Hwd
Twenty Questions	Fr 8:00pm	DuM	Mennen	K & E	F Vandeventer
Vanity Fair	M-F 2:45pm	CBS	participating		Dorothy Doan CBS
*Versatile Vari.	Fr 9:30pm	ABC	Bonafide Mills	Gibraltar	Charles Basch
Voice Of Firestone	Mo 8:30pm	NBC	Firestone	Sweeney&J	C Polacheck NBC
Wayne King	Th 10:30pm	NBC	Standard Oil	McCann-Eric	Bob Brewster
The Web	We 9:30pm	CBS	Embassy	Geyer,N&G	Goodson-Todman
Week In Review	Su 11:00pm	CBS	Norwich Pharm	B & B	Ted Marvel
We,The People	Fr 8:30pm	NBC	Gulf Oil	Y & R	Dan Seymour Y&R
What's My Line	Su 10:30pm	CBS	Stopette	E Ludgin	Goodson-Todman
Who Said That	Mo 10:30pm	NBC	Co-op		Fred Friendly
Winchell-Mahoney	Mo 8:00pm	NBC	Speidel	SSC&B	Louis G. Cowan
You Asked For It	Fr 8:30pm	DuM	Rosefield	Guild,B&B	W Stafford Hwd
You Bet Your Life		See Groucho Marx			
Young Mr Bobbin	Su 7:30pm	NBC	General Foods	Y & R	J Scibetta Y&R
Your Hit Parade	Sa 10:30pm	NBC	Lucky Strike	BBD&O	Lounsbery-Fetter
Yr Show Of Shows	Sa 9:00pm	NBC	Benrus(Tarcher),Camels(Esty)		Max Liebman
Eversharp(Biow), Lehn & Fink(Len'n&Mitch),Libby(BBD&O), S.O.S.(McCann-Eric)					
Youth On March	Su 10:30pm	ABC	YngPpls Church	JM Camp	Yng People's Church
Zoo Parade	Su 4:30pm	NBC	Quaker Oats	R & R	R Werrenrath

NETWORK PROGRAMS AS OF OCTOBER 1951

PROGRAM	TIME	SET	STATION	AGENCY	PARTICIPATING
[illegible]	Su 3:[illegible]pm	CBS	[illegible]	[illegible]	[illegible]
[illegible]	Su 9:[illegible]pm	CBS	[illegible]	[illegible]	[illegible]
[illegible]	Su 7:00pm	NBC	[illegible]	[illegible]	[illegible]
[illegible]	Sa 11:30am	CBS	[illegible]	[illegible]	[illegible]
[illegible]	Mo 9:30pm	NBC	[illegible]	[illegible]	[illegible]
[illegible]	Su 6:30pm	ABC	[illegible]	[illegible]	[illegible]
[illegible]	Su 10:00pm	CBS	[illegible]	[illegible]	[illegible]
[illegible]	Su 7:00pm	NBC	[illegible]	[illegible]	[illegible]
[illegible]	Su 6:00pm	ABC	[illegible]	[illegible]	[illegible]
[illegible]	Tu 10:45pm	CBS	[illegible]	[illegible]	[illegible]
[illegible]	Su 6:30pm	CBS	[illegible]	[illegible]	[illegible]
[illegible]	W 12:45pm	CBS	[illegible]	[illegible]	[illegible]
[illegible]	Tu 8:00pm	ABC	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]

NEW YORK PRODUCTION SERVICES & FACILITIES

INFORMATION

Celebrity Service	681 Fifth	PL 3-2750
Facts On Dial	292 Madison	MU 6-7800
Printers' Ink	205 East 42	MU 3-6500
Ross Reports	551 Fifth	MU 2-5910

TALENT TELEPHONE EXCHANGES

Actors Exchange	226 West 47	CI 6-5473
Bway Exchange	168 West 46	CI 7-3997
Artists Service	305 West 69	SU 7-5400
Lexington	595 Fifth	LE 2-1100
Radio Registry	21 West 47	PL 7-0700
Tele-Test	35 West 53	JU 2-0460

TV CONSULTANTS & SERVICES

Elwell(Design)	27 East 93	LE 4-1275
I A Hermann(Photo)	30 Rock Pl	CI 7-6671
Lee Klein(Fashion)		
W A Ross(Info)	551 Fifth	MU 2-5910

SCENERY COMPANIES

Howard Bay	66 East 56	PL 3-0890
Eugene B Dunkel	536 West 29	LO 5-1793
Louis Kennel	1427 44 St N Bergen NJ	UN 7-5517
T B McDonald	534 West 24	WA 4-3140
Nolan Bros	533 West 24	WA 4-3140
Al Ostrander	140 West 42	LO 3-4022
C Rakeman	530 West 47	CI 6-2124
Peter Rotondo	429 West 53	PL 7-2811
Studio Alliance	330 West 39	LO 3-4016
Triangle Studio	533 West 24	OR 5-2715
Vail Scenic Co	530 West 47	CI 6-7757
Kaj Velden	249 West 64	TR 7-4672

PROPS, SOUNDS, FIXTURES, FURNITURE

City Knickerbocker (Lighting Fixtures)	316 West 42	LO 5-8759
Danby(Furn)	227 East 47	PL 5-5710
Encore(Furn&Props)	410 West 47	CI 5-9288
Felippelli(Flowers)	311 West 50	CO 5-1415
M Fontana(FurnProp)	315 West 53	CO 5-1741
Green Lighting Fix	422 West 42	LO 5-8516
Joe & Henry(Props)	318 West 48	CI 6-5292
Masque Sound	331 West 51	CI 5-4623
Minerva(Stage Money)	13 East 22	SP 7-0380
Newel Art Gal(Furn)	883 Second	PL 8-1970
P Rotondo(Complete)	429 West 53	PL 7-2811
Sound Assoc	369 West 52	PL 7-5679
Thtr Prod Svce	1430 Bway	LO 5-7039
Thtr Prop Studios	320 West 48	CI 6-0960
UnitedPldgePawnshop	860 Eighth	CO 5-0730
Universal Flower	318 West 48	CI 6-5292

THEATRICAL COSTUME HOUSES

Mme Berthe	110 West 47	PL 7-4170
Brooks	1150 Sixth	VA 6-5060
Eaves	151 West 46	PL 7-3730
Karinska	112 West 44	LU 2-510
Edith Lutyens	318 West 48	PL 7-6790
Mulle Costumes	756 Seventh	PL 7-2777
Helene Pons	254 West 54	CO 5-7920
Stage Costumes	3 West 61	CI 7-7948

GOWNS, SHOES, MILLINERY, FURS, ACCESSORIES

*Key:F-Furs,G-Gowns;M-Millinery;S-Shoes

Capezio(S)	1612 Bway	JU 6-2510
Delman's(S)	754 Fifth	PL 9-7600
Walter Florell(M)	29 East 53	PL 5-0895
I J Fox(F)	393 Fifth	MU 5-4500
John Frederics(M)	29 East 48	PL 3-1010
Mr John(M)	53 East 57	MU 8-4906
Florence Lustig(G)	54 East 57	PL 9-1980
I Miller & Sons(S)	450 Fifth	BR 9-2000
Wilma Gowns(G)	4 West 57	CI 7-2475
Ceil Chapman(G)	530 Seventh	LA 4-5800

FABRIC HOUSES

Dazian's	142 West 44	LU 2-1800
Gladstone Fabrics	117 West 47	CI 5-5950
J C Hansen	423 West 43	CI 6-8055
Maharam	130 West 46	LU 2-3500
Theatrical Fabs	101 West41	LO 4-3643
I Weiss	445 West 45	CI 6-8444

TRANSFER COMPANIES

Erie Transfer	44 West 15	CH 2-3666
Reilly	437 West 31	LA 4-4135
Schumer	429 West 53	CI 6-0023
Tait	517 West 47	CI 6-0023
Walton	609 West 46	CI 6-8686
Williams	519 Hudson	CH 3-4952

KINESCOPES

ABC-L Ruddell	30 Rock Pl	CI 7-5700
CBS-Ben Margolis	485 Madison	PL 5-2000
DuM-Robt S Woolf	515 Madison	MU 8-2600
NBC-Frank Lepore	30 Rock Pl	CI 7-8300
WOR-Jack Poppele	220 West 42	MU 2-1234
Para-Bob Gaertner	1501 Bway	BR 9-8700

** The lists on this page an the following one represent firms that are frequently used by TV producers. Of course, they are not meant to be complete. The Classified Telephone Directory is.

NEW YORK PRODUCTION SERVICES & FACILITIES

INFORMATION

Celebrity Service	681 Fifth	FL	3-2720
Faces On Film	692 Madison	MU	6-7800
Photographic Inc	205 West 44	MU	3-6920
Press Reports	701 Fifth	MU	2-3910

RENT TELEPHONE EXCHANGES

[illegible] Exchange	226 West 47	CI	6-2473
[illegible] Exchange	168 West 46	CI	7-3727
Artists Service	365 West 69	SU	7-5400
Lumington	595 Fifth	LE	2-1100
Public Registry	21 West 47	CI	7-0700
Tele-Test	35 West 33	LO	4-0400

TV CONSULTANTS & SERVICES

Ziwell(Design)	27 East 23	LE	4-1275
T A Hermann(Photo)	20 Rock 21	CI	7-0071
Lee Klein(Fashion)			
[illegible] A Rose(Info)	521 Fifth	MO	2-3910

OTHER COMPANIES

Howard Day	66 East 55	PL	3-0590
Thomas E Dunkel	556 West 59	LO	5-1793
Lucia Kennel	1457 4th St		
	N Ger on NJ	UL	7-5717
J B McDonald	534 West 24	WA	4-2140
Julian Dros	533 West 24	WA	4-2140
AL Commander	140 West 42	LO	3-4024
E Adkerson	330 West 47	CI	6-2124
Terry Estrada	462 West 33	PL	7-8811
Studio Alliance	330 West 37	LO	3-4018
Lytmedia Studio	333 West 44	CE	3-4711
Walt Gomis do	330 West 47	CI	6-7777
Val Valdes	542 West 44	PA	7-4572

LIGHTS, LOUNGE, FIXTURES, FURNITURE

Lady Rodenbocker (Lighting Fixtures)			
	310 West 42	LO	5-4755
Lumby(Furn)	227 East 47	PL	3-3710
Moore(Furn'Prop)	410 West 47	CI	5-4534
Pellegrelli(Flowers)	211 West 27	CO	5-1415
R Tirana(Furniture)	315 West 33	CO	5-1714
Green Lighting Inc	320 West 42	LO	7-[illegible]
Jos & Tony(Prop)	320 West 40	CI	6-[illegible]
Maxine Brown	321 East 71	[illegible]	5-[illegible]
Minerva(Stage Mgmt)	15 East 29	[illegible]	7-[illegible]
Naval Art Gal(Furn)	655 Second	PL	8-1070
P Ketcham(Complete)	459 West 52	PL	7-[illegible]
Round Area	30 [illegible] 52	PL	7-[illegible]
Tom Proc Bros	[illegible]	LO	[illegible]
Lutz Prop Studios	320 [illegible] 40	CI	[illegible]
Luther Studio/Furniture	[illegible]	CO	[illegible]
Universal Flower	318 West 43	CI	6-5292

THEATRICAL COSTUME HOUSES

Mae Porche	[illegible] West 47	PL	7-[illegible]
Mecoke	1150 Sixth	VA	6-[illegible]
Revue	121 West 46	PL	7-[illegible]
Rosalsky	117 West 44	LO	2-[illegible]
Saith Lutyens	315 West 40	PA	7-[illegible]
Stella Costumes	720 Seventh	CI	7-[illegible]
Helene Tone	254 West 54	CO	5-[illegible]
Stage Costumes	3 West 61	CI	7-[illegible]

GOWNS, SHOES, MILLINERY, LUTS, ACCESSORIES

*Key: T-Trans, C-Gowns, M-Millinery, S-Shoes

Capezio(S)	1562 Broad	LO	6-[illegible]
Delman's(S)	724 Fifth	PL	9-[illegible]
Mildred Morrell(M)	250 East 53	PL	5-[illegible]
I J Fox(T)	393 Fifth	MU	5-[illegible]
John Frederics(M)	20 East 49	PL	3-[illegible]
Mr John(M)	33 East 37	MU	8-[illegible]
Florence Lustig(C)	34 East 37	PL	9-[illegible]
I Miller & Sons(S)	430 Fifth	EM	3-[illegible]
Willis Gowns(C)	4 West 37	CI	7-[illegible]
Carl Chapman(C)	330 Seventh	LA	4-[illegible]

FABRIC HOUSES

Berlin's	142 West 44	LO	5-[illegible]
Glaforme Fabrics	112 West 47	CI	5-[illegible]
J G Ermann	432 West 42	CI	6-[illegible]
Mahoney	130 West 46	LO	2-[illegible]
Theatrical Tabs	101 Washington	LO	4-[illegible]
Lidtke	445 West 45	CI	6-[illegible]

TRANSIT COMPANIES

Tele Transfer	44 West 15	CH	2-[illegible]
Reilly	437 West 21	LA	4-[illegible]
Schmoke	450 West 53	CI	6-[illegible]
Tel-	517 West 47	CI	6-[illegible]
Lifton	600 West 46	CI	[illegible]
Williams	320 Madison	OR	[illegible]

ELECTRICIAN

A J Rudsell	30 Rock 20	CI	7-[illegible]
Tri-Con Mechanic	447 Madison	PL	5-[illegible]
[illegible] & Wolff	317 Madison	LO	6-[illegible]
Film Prod Equipment	20 Rock 20	CI	[illegible]
NOT Stock Projects	320 West 40	MO	2-[illegible]
Para-Job Contractor	1501 Broadway	MR	[illegible]

** The Data in this issue on the following pre rehearsal times and the quantity used by productions, if known, may are not [illegible] to be [illegible]. Consulting Director is.

STOCK FILM LIBRARIES

Advance TV Pic Svc	729 Seventh	CI 5-6873
Assn Films	1501 Bway	JU 2-3020
Bur Com Res	13 East 37	MU 9-4175
Catholic Films	1501 Bway	LA 4-4438
Film Prog Svces	1173 Sixth	LU 2-4440
Film Svce Assn	55 West 42	LO 4-8296
Films Inc	330 West 42	LO 4-8296
Films Arts Scien	220 Clinton	GR 3-7630
Natl Cinema Svce	71 Dey	WO 2-6049
Select Film Lib	138 East 44	MU 2-2219
NBC Library	30 Rock Pl	CI 7-8300
Telenews Prods	630 Ninth	JU 6-2450

MUSIC ON FILM(STOCK)

Filmusic	245 West 55	JU 6-4155
Music Sound Trck	1600 Bway	CI 6-4687
Harry Glass	115 West 45	JU 6-1845
Michael Hoffman	489 Fifth	MU 2-7486

FILM PROJECTION SERVICES

Bonded Film	630 Ninth	CI 6-0080
King Cole	340 Third	LE 2-6780
Miles Public Thrs	729 Seventh	CO 5-5400
Not Pic Showing	130 East 94	AT 9-6148
Preview Theater	1600 Bway	CI 6-0865
Progressive	113 West 42	LO 4-8317
Jack Rosenthal	630 Ninth	CI 6-0445

FILM EDITING COMPANIES

NathanCyBraustein	723 Seventh	CI 6-5883
Film Service Co	1947 Bway	TR 3-0881
Ann Herger	619 West 54	CO 5-8871
Albert Harburger	630 Ninth	JU 6-0982
IMPS	515 Madison	EL 5-6620
Walter Klee Assoc	245 West 55	PL 7-0523
Charles R Senf	460 West 54	PL 7-3646
Lawrence F Sherman	630 Ninth	LU 2-2988
TeleCraft	729 Seventh	CI 7-6606
Termini Ed Svce	1600 Bway	CO 5-7040

FILM LABORATORIES

Color Service	115 West 45	JU 6-0853
Consolidated	1740 Bway	JU 6-1700
DeLuxe Labs	850 Tenth	CI 7-3220
Du-Art Film	245 West 55	PL 7-4580
Film Lab	126 West 46	LU 2-2863
Paul Guffanti	630 Ninth	CI 6-6690
Malcolm	244 West 49	CI 6-6150
Mecca	630 Ninth	CI 6-5290
Mercury	723 Seventh	CI 5-4930
Movielab	619 West 54	JU 6-3970
Pathe	105 East 106	TR 6-1120
Precision	21 West 46	JU 2-3970
Quality	450 West 56	JU 6-4912
Video Films	131 West 23	WA 4-6156

FILM STORAGE

Bonded Film Storage	630 Ninth	CI 6-0080
Lloyds Film "	729 Seventh	CO 5-5400

OLD FILM REJUVENATION

Comprehensive Svc	245 West 55	CO 5-6767

FILM PROCESSING

Peerless	165 West 46	PL 7-3630
Rapid Film Techn	21 West 46	LU 2-2446
Vacuumate	446 West 43	LO 4-1886

CAMERA EQUIPMENT

Camera Equipmnt	1600 Bway	JU 6-1420
Camera Mart	70 West 45	MU 2-7490
A J Maurer	37-01 31 St LIC	ST 4-4601
National Cine	20 West 22	OR 5-0677
Ruby Camera Exch	729 Seventh	CI 5-5640
SOS Cinema Supply	602 West 52	PL 7-0440

MEMOS: Add Other Firms & Contacts.....

FILM LIBRARIES

Advance Pr Pic Svc/29 Serrano	CI	5-6575
Aero Films	1501 Ewy	JU	9-9020
BBC Com Rec	13 East 47	MU	9-4175
Catholic Films	1701 Ewy	HA	4-4934
Film Prog Svcs	1475 Sixth	RH	9-4440
Film Svcs Agen	27 West 42	LO	4-6636
Films Inc	330 West 42	LO	4-8290
Films Arts Brian	250 Clinton	NA	3-7030
Intl Cinema Svcs	71 Dey	WO	5-5040
Select Film Lib	128 East 44	MU	6-6219
UPC Library	20 Rock Pl	CI	7-8700
Televoice Films	630 Ninth	JU	6-5400

MUSIC ON FILM (SHORT)

Allegro	545 West 55	JU	6-4155
Great Sound Tech	1600 Ewy	CI	6-6667
Harry Glass	115 West 45	JU	6-1545
Modern Motion	449 Tenth	WA	9-7487

FILM PRODUCTION SERVICES

Armed Film	630 Ninth	CI	6-0060
Film Cab	340 Third	LE	2-6020
Image Public Pers	729 Seventh	CI	3-3100
Int Inc Showing	120 East 45	AT	9-4848
Review Theater	1600 Ewy	CI	6-0660
Screenaly	112 West 42	LO	4-8214
Sue Vosskuhl	630 Third	TI	6-6444

FILM EDITING COMPANIES

Adman Pictures Co	723 Seventh	CI	6-3900
Film Service Co	1547 Ewy	TR	9-0860
Jon Harper	515 West 34	CO	5-8071
Albert Sarbergen	630 Ninth	JU	6-0260
H Ch	315 Madison	MU	3-5540
Walter Kline Assoc	445 West 57	CO	7-4033
Charles B Lord	460 Pine 34	MU	7-5440
Lawrence J Spearman	630 Ninth	JU	6-1400
Telecraft	729 Seventh	CI	7-6606
Terrill Ed Svcs	1600 Ewy	CO	5-7040

FILM LABORATORIES

Color Service	115 West 45	JU	6-5050
Consolidated	1700 Ewy	JU	6-1700
Deluxe Labs	630 Tenth	CI	7-5220
Du-Art Film	245 West 55	PR	7-1250
Film Lab	165 West 46	LU	2-4585
Paul Gaffenzi	630 Ninth	CI	6-6630
Medallion	144 West 47	CI	6-6150
Media	630 Ninth	CI	6-7750
Mercury	729 Seventh	CI	5-4920
Montreal	512 West 54	JU	6-5610
Metro	165 East 100	TA	6-4140
Production	21 Tenn 45	JU	2-3970
Quality	430 West 56	JU	6-4312
Video Films	121 West 23	WA	4-6156

FILM TRANSFER

Bonded Film Exch	630 Ninth	CI	6-0030
Lipton Film "	729 Seventh	CO	5-5400

OLD FILM RESTORATION

Comprehensive Svc	245 West 55	CO	5-6767

FILM PROCESSING

Pearlman	165 West 46	PR	7-3020
Triple Film Tech	21 West 45	LU	2-0846
Technicolor	445 West 45	LO	4-6865

CAMERA EQUIPMENT

Camera Equipment	1600 Ewy	JU	6-1420
Camera Part	70 West 45	MU	2-7190
A J Lawrence 37-01 31.St. LIC		AD	4-4601
Optional Film	20 West 22	CO	5-6677
Ruby Camera Exch	729 Seventh	CI	5-5540
Sos Cinema Supply	602 West 52	JU	2-6440

NETWORK & NYC STATION LOCATIONS

ABC (WJZ-TV Ch 7)

General Offices	30 Rock Pl	CI 7-5700
Studios	7 West 67	TR 3-7000
Theaters:		
Elysee	202 West 58	CI 7-5700
Little	238 West 44	"
Ritz	219 West 48	"
Sch Rad Tech	316 West 57	"
Vanderbilt	148 West 48	"
# 11 & 12	1 West 67	"

CBS (WCBS-TV Ch 2)

General Offices	485 Madison	PL 5-2000
Studios, Offices	15 Vandblt	"
Warehouse	418 East 54	"
Liedkrntz #53-56	111 East 58	"
Peace Hall #57	109 St & 5th	"
#41, #42, #43	15 Vandblt	"
Theaters:		
Playhouse #3	1697 Bway	"
" #51	109 West 39	"
" #52	254 West 54	"
Town Thtr #58	841 Ninth	"
Lincoln Sq #60	1947 Bway	"
Mansfield #59	256 West 47	"
Monroe #61	768 First	"
Stork Club	3 East 53	"

DuMONT (WABD Ch 5)

General Offices	515 Madison	MU 8-2600
Studio D	"	"
John Wanamaker	Astor Place	"
New TV Center	205 East 67	(in prep.)
Theaters:		
Adelphi	150 West 54	"
Ambassador	215 West 49	"

NBC (WNBT Ch 4)

Offices, Studios	30 Rock Pl	CI 7-8300
Uptown Studios	105 East 106	"
Central Shop	533 West 56	"
Amsterdam	214 West 42	"
Center	1260 Sixth	"
Colonial	Bway & W 62	"
International	5 Col Circle	"
Hudson	141 West 44	"

WOR-TV (Ch 9)

General Offices	1440 Bway	LO 4-8000
New TV Center	Bway & 67 St	(Jan '52)
Current Studios	20 West 67	LO 4-8000
WPIX (Ch11)	220 East 42	MU 2-1234
WATV (Ch13)	Newark	(NY)BA 7-8216

NETWORK PERSONNEL - AMERICAN BROADCASTING COMPANY

ADMINISTRATIVE — CI 7-5700

Edward J Noble - Chairman of Board
Robert E. Kintner - Network Pres
Joseph A. McDonald - VP, Sec & Gen Atty
Slocum Chapin - VP Chg of TV Stations
Frank Marx - VP Chg Engineering
Thomas Velotta - VP News & Spec Events
Edwin S. Friendly - Nat'l Dir TV Sales
Ernest Felix - Acting Mgr Western Div
Henry Hede - Bus Mgr
Paul Mowery - TV Sales
Mitch De Groot - Adv & Prom Dir
Henry Worthington- Mgr Co-op Prog Sls TV
John Madigan - Dir News & Spec Events TV
Reginald Rawls - Mgr TV Sta Dept
Thomas Robinson - Bus Mgr TV Net Sls
Don Kearney - Mgr TV Spot Sales
William Trevarthen - Chief Tech Opera
John Pacey - Dir Public Affairs
Arthur Donegan - Nat'l Publicity Dir

PRODUCERS

Edward Nugent - Fred Heider - Len Holton

See Page 11 for WJZ-TV personnel.....
also Assoc Producers & Prog Assistants

PRODUCTION — TR 3-7000

Alex Stronach - VP Chg of TV
Harold L. Morgan - VP, TV Prog Dept
Charles Underhill - Nat'l Dir TV Prog Dept
Wm Phillipson - Asst " " " " "
Paul Whiteman - VP Chg of Music
Chuck Holden - Asst Nat'l Dir TV, Chg Prodn
Betty Forsling - Asst to Nat'l Dir TV Prog
Ward Byron - Exec Prod
Nat Fowler - Film Dir
Anthony Hennig - Prod Mgr
Robert Holland - Mgr Film Service
James McNaughton - Art Director
Bertha Kurtzman - B'cast Superv
Ruth Kiersted - Facilities Superv

DIRECTORS

Charles D. Bishop	Herman Liveright
Fredric A. Carr	Robert S. Massell
Richard H. Depew	Donald F. Medford
Marshall A. Diskin	Edward Nathanson
Robert C. Doyle	Edward J. Nugent
Charles S. Dubin	Seymour M. Robbie
Jerome Franks, Jr.	Charles Russhon
Leslie Gorall	Alex E. Segal
Babette Henry	Cortlandt Steen

NETWORK & NYC STATION LOCATIONS

ABC (WJZ-TV Ch 7)

General Offices	30 Rock Pl	CI 6-5700
Studios	7 West 67	TR 3-7000
Theatres:		
Plaza	202 West 58	CI 7-5700
Little	238 West 44	"
Mitts	219 West 46	"
Cok Red Deck	318 West 57	"
Vanderbilt	148 West 48	"
" 1A & 1B	1 West 67	"

CBS (WCBS-TV Ch 2)

General Offices	485 Madison	PL 9-5000
Studios, Offices	15 Vanadit	"
Warehouse	418 West 54	"
Liederkranz (CBS-TV)	111 East 56	"
Paper Mill	109 West 64	"
Pilgrim	35 Vanadit	"
Theatres:		
Fifth Avenue 5	1007 Fifth	"
" 51	109 West 49	"
" 52	234 West 51	"
Town Hall 123	843 Ninth	"
Lincoln Sq 100	1941 Broadway	"
Hurtig & Seamon	256 West 47	"
Horace Mann	708 Fifth	"
Storck Club	3 East 52	"

DUMONT (WABD Ch 5)

General Offices	515 Madison	MU 8-[illegible]
Studio 1	"	"
John Wanamaker	Astor Place	"
New TV Center (Theatres)	205 East 67 (in dev.)	
Adelphi	150 West 54	"
Bedford	219 West 45	"

NBC (WNBT Ch 4)

Offices, Studios	30 Rock Pl	CI 6-5500
Uptown Studios	105 East 106	"
Central Sta	253 West 64	"
Theatres	214 West 46	"
Forrest	1500 Broadway	"
Colonial	Broadway & 76	"
Intercontinental	3 East Eighty	"
Adams	141 West 46	"

WOR-TV (Ch 9)

General Offices	1440 Broadway	LO 4-5000
New TV Center	Broadway at 74 (in dev.)	
Current studios	20 West 67	TR 4-[illegible]
WPIX (Ch 11)	220 East 42	MU 2-[illegible]
WNET (Ch 13)	Newark	(NJ) MA 4-[illegible]

NETWORK PERSONNEL - MANHATTAN TELEPHONE DIRECTORY

CBS-TV MANAGEMENT

Edward J. Noble - Chairman of Board
Robert H. Kintner - Network Pres.
Joseph A. McDonald - VP, Sec & Gen Atty
Siscum Chapin - VP Chg of TV Practice
Frank Marx - VP Chg Engineering
Thomas Velotta - VP News & Spec Events
Edwin C. Friendly - Asst'l Dir TV Sales
Ernest Felix - Acting Mgr Western Div
Henry Hade - Tra Mgr
Paul Meyers - TV Sales
Mitch Le Moor - Adv & Prom Dir
Henry Worthington - Mgr Co-op Prog Sls TV
John Madigan - Dir News & Spec Events TV
Reginald Rowls - Mgr TV Pro Dept
Thomas Robinson - Bus Mgr TV Net Sls
Don Kearney - Mgr TV Sport Sales
William Dreyerhen - Chief Tech Opers
John Peacy - Dir Public Affairs
Arthur Donegan - Asst'l Publicity Dir

PRODUCERS

Edward Sargent - Fred Heldes - Ian Bolton
[illegible] Fox-WJZ-TV personnel.....
[illegible] & Prom Asst'l [illegible]

ABC-TV MANAGEMENT

Alex Drummond - VP Chg of TV
[illegible] - VP, TV Prog Dept
[illegible] - Asst'l Dir TV Prog Dept
[illegible] - Mgr TV Sales
[illegible] - VP Chg of Music
[illegible] - Asst'l Dir TV Prod
[illegible] - Asst to Asst'l Dir TV Prod
[illegible] - Mgr Prod
[illegible] - Mgr Mkt
[illegible] - Mgr Film Services
[illegible] - Mgr Dir
[illegible] - Asst Director
[illegible] - Talent Supervisor
[illegible] - Facilities Supervisor

PRODUCERS

[illegible] - Barnes Lawrence
[illegible] - Robert H. Manell
[illegible] - Donald F. Mason
[illegible] - Edward Kennedy
[illegible] - Edward Dr. Hanson
[illegible] - Stanley R. Scott
[illegible] - Charles Pressman
[illegible] - Alex H. Grant
[illegible] - Vaughn Monroe

William S Paley	- Ch of Board CBS Inc.
Frank Stanton	- Pres CBS Inc.
J L Van Volkenburg	- Pres CBS TV Div
Hubbell Robinson Jr	- VP Network Programs
David Sutton	- VP Network Sales
Merle Jones	- VP Sta & Gen Svcs
I S Becker	- VP Business Affairs
Harry Ackerman	- VP Hwood Netw Progs
Frank Falknor	- VP Operations
H V Akerberg	- VP Station Rela
William Golden	- Assoc Dir Adv & Sls Pr
Oscar Katz	- Dir TV Research
H L Atlass	- VP Central Div
William Lodge	- VP Chg Engineering

PROGRAMMING

Hubbell Robinson Jr	- VP Network Programs
Harry Ommerle	- Program Director
Carlton Winckler	- Gen Mgr Netw Progs
William Dozier	- Exec Chg Story,Tlnt
Henry White	- Bus Mgr TV Net Prog
Donald Davis	- Exec Prod Dramatic
Marlo Lewis	- Exec Prod Music-Vty
James Shattuck	- Dir Editing
Robert Fryer	- Casting Director
Sig Mickelson	- News & Pub Affairs
Robert Bendick	- Specl Events Dir
Red Barber	- Sports Director
John Derr	- Assoc Dir Sports

PRODUCERS

Jerome Danzig	Louis Melamed
Donald Davis	Worthington Miner
Mike Dutton	Fred Rickey
Montgomery Ford	Charles Robinson
Marlo Lewis	Charles Russell
Irving Mansfield	Herbert Sanford
Martin Manulis	Al Span

PRODUCER-DIRECTORS

Judson Bailey	Ben Magnes
John Baird	Ted Marvel
Robert Bleyer	Charles Mortimer
Frances Buss	Ralph Nelson
Curt Conway	Paul Nickell
Jack Donahue	Byron Paul
Roy Fowler	John Peyser
Jack Gage	Rail Purdy
Lloyd Gross	David Rich
John Haggott	Martin Ritt
Matt Harlib	Frank Satenstein
Walter Hart	Richard Saunders
Franklin Heller	Clarence Schimmel
Don Hewitt	Jerome Schnur
Herbert Hirschmann	Robert Stevens
Fred Kelly	Herbert Sussan
Dan Levin	Lela Swift
Sidney Lumet	Alex Thurn-Taxis
Martin Magner	Judson Whiting
	John Wray

SALES

David Sutton	- VP Network Sales
Arthur Duram	- Asst Sales Mgr
William H Hylan	- Asst Sales Mgr
Thomas Connolly	- Mgr TV Prog Sales
Lorin Myers	- TV Mkt Research
G J Arkedis	- Western Sales Mgr
William Fagan	- Admin Mgr Netw Sls
Robert Jamieson	- Mgr TV Sta Rela
Ben Margolis	- TV Sales Svc Mgr

OPERATIONS

Frank Falknor	- VP Operations
Henry Grossman	- Dir Plant & Constr
Robert Thompson	- Mgr Netw Tech Op
Richard Redmond	- Dir Gen Op NY
H Grant Theis	- Mgr Film Svc Op
Hal Meier	- Mgr Network Op
Richard Hopkins	- Dir TV Scenic Design
Anthony Boschetti	- Purch Agt, TV Prcrmt
Walter Pierson	- Mgr TV Stu & Playhse

BUSINESS

I S Becker	- VP Business Affairs
Merritt Coleman	- Asst Dir Bus Affairs

ADVTG & SALES PROMO

William Golden	- Crea Dir Adv & Sls Pr
Jack Cowden	- Op Dir Adv & Sls Pro
Gordon Hellmann	- Chg TV Sls Presenta
Alex Kennedy	- Dir Program Promo

PUBLIC RELATIONS

David Jacobson	- Dir Public Relations
Michael Foster	- TV Press Information

UNIT MANAGERS

William Altman (Big Town), Robert Banker (Studio One), John Paul(Starlight Theater) Virginia Schone(Garry Moore), Len Ufland (All Around the Town)

ASSOCIATE DIRECTORS

Kirk Alexander, Paul Alter, Ira Cirker, Marcella Cisney, John Desmond, Albert Feldman, Joe Gratz, Nelson Gross, William Howell, Edward Kogan, Jack Lubell, Andy McCullough, Jay Martin, Ib Melchior, Robt. Miller, Gloria Monty, Robt. Mulligan, Frank Musiello, Allen Reisner, John Russell, Charles Snyder, Paul Stanley, James Yarbrough

* WCBS-TV personnel listed on Pg 11

** All Studio & Theater addresses are listed on Pg 8

William S Paley	- Ch of Board CBS Inc.
Frank Stanton	- Pres CBS Inc.
A L Van Volkenburg	- Pres TKC TV Div
Randall Robinson Jr	- VP Network Programs
David Sutton	- VP Network Sales
Merle Jones	- VP Tel & Gen Svcs
I S Becker	- VP Business Affairs
Harry Ackerman	- VP Exec Asst Prog
Frank Falkner	- VP Operations
H V Akerberg	- VP Station Sale
William Golden	- Exec Dir Adv & Sales
Oscar Katz	- Dir TV Research
E L Albiez	- VP Central Div
William Lowe	- VP Chg Engineering

PROGRAMMING

Randall Robinson Jr	- VP Network Programs
Harry Ackerman	- Program Director
Charles Boulter	- Gen Mgr New Projs
William Dozier	- Exec Chg Story, Pnts
Harry White	- Dir Mgr TV Wst Prog
Donald Davis	- Exec Prod Dramatic
Harry Lewis	- Exec Prod Music-Vty
James Dentwick	- Dir Talent
Robert Fryer	- Casting Director
Sig Mickelson	- Dir & Pub Affairs
Robert Bradock	- Spec Events Dir
Hal Gary	- Sports Director
John Dare	- Assoc Dir Sports

PRODUCERS

Jerome Prondis	Linda Malone
Donald Davis	Worthington Miner
Mike Dunton	Fred Shirley
Montgomery Ford	Charles Jackson
Harry Lewis	Charles Russell
Irving Merrfield	Herbert Swanson
Martin Manulis	Al Green

ENTERTAINMENT-DIRECTORS

Judson Bailey	Don Liggins
John Bated	Tom Morrel
Robert Beyer	Charles Moffat
Terence Tyne	Ralph Nelson
Curt Conway	Paul Nickell
Jack Donohue	Byron Paul
J Dowler	John Reeves
Jack Gage	Bill Ringe
Lloyd Gross	Jack Rose
John Haggott	Martin Ritt
Bert Harris	Frank Satenstein
Walter Hart	Richard Sanders
Franklin Heller	Clarence Schimmel
Don Hewitt	Jerome Shapiro
Herbert Hirschman	Robert Stevens
Fred Kelly	Herbert Swanson
Don Lorin	Lela Swift
Sidney Lumet	Alex Segal-Stein
Martin Manser	Judson Whiting
	John Wray

SALES

David Sutton	- VP Network Sales
Arthur Dugan	- Asst Sales Mgr
William H Spain	- Asst Sales Mgr
Thomas Connally	- Mgr TV Prog Sales
Lorin Myers	- TV Mkt Research
G J Arkedis	- Western Sales Mgr
William Hagan	- Admin Mgr New Div
Robert Jacobson	- Mgr TV Spot Sale
Ben Marcotte	- TV Sales Svc Mgr

OPERATIONS

Frank Falkner	- VP Operations
Harry Ackerman	- Dir Prog & Talent
Robert Thorpe	- Mgr New Tech Dp
Richard Rehmus	- Dir Gen Op TV
H Grant Theis	- Mgr Film Svc Op
Hal Weber	- Mgr Network Op
Richard Hughes	- Mgr TV Studio Design
Anthony Lacobelli	- Exec Asst, TV Tech
Walter Pierson	- Mgr TV Tech & Plans

PUBLICITY

I J Becker	- VP Business Affairs
Merritt Coleman	- Asst Dir Pub Affairs

AUDIO & VIDEO RECORD

William Golden	- Exec Dir Adv & Sls P
Jack Donohue	- Dir Adv & Sls Pro
Gordon Kellogg	- Dir TV Sales Promotion
Alex Kennedy	- Dir Program Promo

PUBLIC RELATIONS

David Jacobson	- Dir Public Relations
Michael Brown	- TV Press Information

STAR PERFORMERS

William Altman (Big Town), Robert Barker (Scotland Yard), John Paul (Searlights Theatre), Virginia Gibson (Terry Moore), Ben Wright (All Around the Town)

ASSOCIATE DIRECTORS

Rita Alexander, Paul Alter, Ira Cirker, Marcella Cleary, John Dearing, Albert Eglson, Joe Gantz, Helen Gross, William Howell, Edward Kean, Jack Lindell, Andy McCullough, Jay Martin, Ed Mulhuler, Don Miller, Gloria Monty, Noel Murphy, Frank Russell, Charles Snyder, Paul Crosley, James Yarbrough

* CBS-TV personnel listed on Pg 11

** All Studio & Theater addresses are listed on Pg 6

Executive Officers:

Niles Trammell - Chairman of Board
Joseph H. McConnell - President
Charles R. Denny - Exec VP
Joseph Heffernan - Financial VP
David C. Adams - Asst to Exec VP
Samuel Chotzinoff - Gen'l Music Dir
Frederick Dodge - Dir of Mchdsg

Executive Departments:

Gustav B. Margraf - VP & Gen'l Atty
William F. Brooks - VP Chg Pub Rel
Sydney H. Eiges - VP Chg Press & Info
Josef Dine - Dir Press Dept
Allen Kalmus - Superv TV Publicity
Carleton D. Smith - VP Chg Sta Rel
Sheldon Hickock - Dir TV Sta Rel
Harry A. Woodman - Mgr Traffic Dept

Administration:

Victor T. Norton - VP for Admin
Robt. Luening - Dir Captl Approp Dept
Leslie Vaughan - Acting Budget Offcr
O.B. Hanson - VP, Chief Engineer
Ernest de la Ossa - Dir of Personnel
Hugh M. Beville - Dir Plans & Res'ch
Wm. S. Hedges - VP Integrated Svcs

Television Network:

Sylvester L. Weaver - VP for TV
Edward D. Madden - VP TV Net Operns & Sales
R.A.R. Pinkham - Mgr of TV Planning

Television Production:

Frederick Wile, Jr. - VP & Dir TV Pdn
Robt. W. Sarnoff - VP & Dir Prod Unit
Davidson Taylor - Gen'l Prodn Exec
Wm. McAndrew - Dir of TV Pub Affairs
Doris Ann - Dir Causes & Relig Prog
Francis McCall - Dir TV News & Sp Ev
Ernest Walling - TV Prog & Color Mgr
Leonard Hole - TV Prodn Mgr
Fred Coe - New Prog Devlpmt Mgr
Carl Stanton - TV Comm Prog Planning
Thomas McAvity - Tal & Prog Prcrmt

Sales:

George H. Frey - VP, Dir TV Net Sls
Ruddick Lawrence - Dir TV Sls Dvlpmt
Edward Hitz - Eastern TV Net Sls Mgr
Michael Dann - Coord TV Pkg Prog Sls
James Nelson - Mgr TV Adv & Promotion
Robt. McFadyen - Mgr TV Sls Pln,Rsch
Jack Cron - Mgr Film Syndctd Sales

Owned & Operated Stations:

James M. Gaines - VP for O & O Sta
James V. McConnell - Dir Natl Spot Sls
Ted Cott - Mgr WNBC, WNBC-FM, WNBT
John K. West - VP Chg Western Div
Harry Kopf - VP Central Div

Television Operations:

Lyman Munson - Dir TV Net Operations
Fred Shawn - Dir TV Prodn Services
Robert E. Shelby - Dir TV Tech Oprns
Fred Wankel - Mgr TV Tech Oprns
Reid Davis - Superv NY TV Tech Oprns
Robert Wade - Exec Coord Prodn Dvlpmt
James Kovach - Mgr Prodn Oprns Div
Benjamin Webster - Mgr Staging Svcs
Frank Lepore - Mgr TV Film & Kine Oprn

Producers:

Peter H. Adler
Caroline Burke
Doug Coulter
Hudson Faussett
Norman Felton
Albert McCleery
George McGarrett
Robt. Montgomery
E. Roger Muir
Herbert Swope, Jr
Morton Werner
Barry Wood

Merritt Barnum - Unit Supervisor
LeRoy Passman - Asst Prodn Mgr
Harold Friedman - Assoc Prod
Calvin Howard - Assoc Prod

Directors:

Craig Allen
Kirk Browning
Dick Clemmer
Wm. Corrigan
Dave Crandell
Vincent Donehue
Gordon Duff
Greg Garrison
Jacques Hein
Don Hillman
Charles Hobin
Robt. Hultgren
Warren Jacober
Frank Jacoby
Clark Jones
Edgar Kahn
Grey Lockwood
Delbert Mann
Charles Marvin
Alan Neuman
Chas. Polacheck
Robert Rippen
Douglas Rodgers
Richard Schneider
Lawrence Schwab
Garry Simpson

TV Newsreel Directors(Mobile Unit Dir):

Lou Brown Jack Dillon Jack Mills

* WNBT personnel listed on Pg 11

** All Studio & Theater addresses are listed on Pg 8

Executive Officers:

Allen Dennell - Chairman of Board
Joseph H. McDonnell - President
Charles P. Ivey - Exec VP
Joseph Heffernan - Financial VP
David C. Adams - Asst to Exec VP
Samuel Chotzinoff - Asst Music Dir
Frederick Dodge - Dir of Media

Executive Departments:

Gordon S. Mengel - VP & Gen'l Atty
William F. Brooks - VP Gen Sales Mgr
Sidney E. Eldon - VP Gen Press & Info
Joseph Cuna - Sr Prod Dept
Allen Ferrara - Treasurer & Controller
Charles D. Cooke - VP Gen Sales Mgr
Sheldon Rubin - Dir Gen Sales
Harry L. Hoskins - Dir Central Dept

Individuals:

Victor F. Norton - VP Ind Sales
Hugh Dunning - Dir Indpd Prod Dept
Leslie Vaughn - Asst Sales Mgr
O.B. Hanson - VP, Chief Engineer
Bernard de la Haye - Dir of Personnel
Ralph M. Trevilla - Dir Plans & Development
W.T. Hodges - VP International Div

Television Network:

Sylvester L. Weaver - VP for TV
Sandy D. Madden - VP TV Net Operations
[illegible] - Mgr of TV Programming

Television Production:

Frederick Ville, Jr. - VP & Gen Mgr TV Prod
John V. Lawrence - VP & Gen Prod Dir
Television Station - Dir & Prod Dir
Wm. Hammond - Dir of TV Net Affairs
Doris Ann - Dir Commercial Prog
Frederic Morell - Dir TV Prod & Op Div
Ernest Walling - TV Prod & Color Mgr
Leonard Hole - TV Prod Mgr
Fred Coe - Dir Prog Development
Carl Stratton - TV Commercial Planning
Thomas Hearity - TV & Film Production

Sales:

George H. Frey - VP TV Net Sales
Martin Lawrence - Dir TV Sta Talent
Howard Dee - Western TV Sales Mgr
Michael Dann - Chief TV Prog Sales
Jerome Nelson - Mgr TV Adv & Merchandising
Robert Wetzdyan - Mgr TV Sta Planning
Jack Cohn - Mgr Film Syndicated Sales

Operations & Operated Stations:

James M. Leisen - VP for O & O Ops
Joseph F. McDonnell - Dir Nat Net Ctr
Ned Cott - Mgr WNBC, WNBC-FM, WNBC
John E. West - VP Ops Western Div
Harry Kopf - VP Central Div

Television Operations:

Lyman Nelson - Dir TV Net Operations
Fred Lamm - Dir TV Station Services
Robert E. Dailey - Dir TV Tech Ops
[illegible] - Mgr TV Sta Ops
Rodney Erickson - Supervisor TV Tech Ops
Robert [illegible] - Exec Producer Indpd Prod
Jerome Arnold - Mgr Program Div
Bernard Webber - Mgr Studio Ops
Fred [illegible] - Mgr Film & Film Ops

Production:

Peter M. Adler	George Lindemann
Charles Burke	Robert Montgomery
Bobby Quillan	E. Jasper Smith
Hudson Lamarett	Norman Anthony [illegible]
Kenneth Whiten	Norton Herrick
Albert Salsbury	Harry Wood

Talent:

Robert Stevens - Unit Supervisor
[illegible] - Asst Prod Man
Donald Anderson - Assoc Prod
Charles Dunnet - Assoc Prod

Directors:

Lewis Allen	Frank Lovejoy
Alex Segal	Gerald Mohr
Jack Glenner	Thomas Ford
[illegible]	Gene Lockwood
Jack Cronwall	Robert Ellis
Vincent Donehue	Charles Martin
Gordon Duff	Alan Hewitt
Peter Lawrence	Chris Jerome
Sherman Dale	Robert Flippen
Ken Stirling	Douglas Dumbrille
Charles Vidor	Richard Kiley
Robert Williams	Lawrence Schwab
Norman Lessing	Gerry Simpson

Talent Agency (Hollywood Talent Dept):

Joe Stevens	John Dillon - Director

* WNBC personnel listed on page 111

** All certain Chicago addresses are Michigan Ave.

DUMONT - WABD(Ch 5)

ADMINISTRATIVE

Chris J. Witting	- Dir & Gen Mgr
Ted Bergmann	- Dir Of Sales
John H. Bachem	- Asst Dir Sales
C. G. Alexander	- Dir Net Oper
James L. Caddigan	- Dir Prog & Prod'n
Elmore B. Lyford	- Dir Sta Relations
Rodney D. Chipp	- Dir Engineering
Tom S. Gallery	- Dir Of Sports
Gerald Lyons	- Dir Pub Relations
Charlotte F. Stern	- Dir Adv & Sales Prom
Melvin Goldberg	- Mgr Sales Planning
Lynn Cleary	- Mgr Sales Service
Donald A. Stewart	- Mgr Film Dept
Milton Morel	- NY Operations Mgr

PRODUCTION

C. G. Alexander	- Dir Net Oper
James L. Caddigan	- Dir Prog & Prod'n
Leslie G Arries Jr	- Asst Dir Prog&Prod'n
Paul Rosen	- Super Prog Planning
A. L. Hollander	- Prod'n Fac'lts Mgr
Duncan MacDonald	- Super Women's Progs
Elizabeth Mears	- Casting Super
Charles Mann	- Script Editor
Marion Glick	- News Editor
Ted Hammerstein	- Superv Prod
Charles Parsons	- Superv Prod
Roger Gerry	- Superv Prod
Don Russell	- Ch Announcer

DIRECTORS

Frank Bunetta	William Marceau
Harry Coyle	Arnold Nocks
Pat Fay	Richard Sandwick
H. Wesley Kenney	William Seaman
David Lowe	Keith Thomas

WPIX(Ch 11)

G. Bennett Larson	- Gen Mgr
John F. Noone	- Sales Mgr
Thomas Howard	- Chief Engineer
LA Hollingsworth	- Publicity
Leavitt T. Pope	- Dir Of Oper
Louis B. Ames	- Acting Prog Mgr
Adrien Rodner	- Prod Mgr
Anthony Azzato	- Film Dept Head

DIRECTORS: Ted Estabrook, Lou Florence, Al Hartigan, Mike Meltzer, Pete Molnar, Jack Murphy, Arthur Suskind Jr; ASST DIRS: Freddie Bartholomew, Jack Felice, Herb Holmes, Dick Lukin

WCBS-TV(Ch 2)

Network personnel: See Page 9

Richard W. Swift	- Gen Mgr
George Dunham	- Sales Mgr
Clarence Worden	- Asst to Gen Mgr
Robert Patt	- Adv & Sales Prom Mgr
M. H. Le Blang	- Asst Adv&Sales Prom

PRODUCTION

Richard Doan	- Prog Dir
Jack Lescoulie	- Assoc Prog Dir
Dave Savage	- Film Mgr
Vernon Diamond	- Assoc Prod
Ned Cramer	- Dir
Don Fogel	- Dir
Frank Harris	- Dir

WNBT(Ch 4)

Ted Cott	- Gen Mgr WNBT
John Reber	- Dir Of Sales
Ivan Reiner	- Prog Mgr
George Wallach	- News, Sp Events
James Hirsch	- Adv & Prom Mgr
Wini Schaefer	- Publicity Dir

DIRECTORS

John Chapin	William Harbach
Howard Davis	Hugh McDermott
James Elson	

Network personnel: See Page 10
Address & phone: See Page 8

WJZ-TV(Ch 7)

Trevor Adams	- Gen Mgr
Don Kearney	- Sales Mgr
Nat Fowler	- Film Dir
John Madigan	- Dir News & Sp Events
Phil Bernstein	- Publicity

ASSOCIATE PRODUCERS: Raymond H. Abel, Bruce M. Allen, Arthur A. Barkow, William Beal, Paul S. Burggraf, Lawrence Carra, Alan Cooke, Harold Davis, Roger L. Englander, Freeman Hammond, Shelley F. Hull, John P. Jones, Priscilla Lombard, Jack D. Lucksinger, Robert T. Nathe, Murdock T. Pemberton, Allan Pottasch, Kenneth Rockefeller, Ramon R. Sameth, Joseph T. Shaw Jr, Roger H. Shope, Gertrude Tipper, Baron Trenner Jr. -- *NOTE: Other personnel double from the network...See Page 8.

WOR-TV & WATV: See Page 20

WNEW-TV (Ch 5)

ADMINISTRATIVE

Merle S. Matthews	- Pres & Gen Mgr
Ted Bergmann	- Dir Of Sales
John L. Sexton	- Asst Dir Sales
G. G. Alexander	- Dir Mat Oper
Lorne L. Cadham	- Dir Prog & Prod'n
[illegible] J. Lafond	- Dir Sta Relations
Sidney E. Tripp	- Dir Engineering
Joe S. Gallery	- Dir Of Sports
Donald Lyons	- Dir Pub Relations
Charlotte T. Stern	- Dir Adv & Sales Prom
Milton Goldberg	- Mgr Sales Planning
Lynn Cleary	- Mgr Sales Service
Donald A. Stewart	- Mgr Film Prod
William Morel	- NY Operations Mgr

PROGRAMMING

G. G. Alexander	- Dir Mat Oper
Lorne L. Cadham	- Dir Prog & Prod'n
Leslie G. Arries	- Asst Dir Prog&Prod'n
Carol Lynn	- Mgr Prog Planning
Jay L. Holliday	- Prod'n Traffic Mgr
Thomas Hutchinson Jr	- Sports Director
Milton Morel	- Director Sales
Lorne Lynn	- Script Writer
[illegible]	- News Editor
[illegible]	- Program Prod.
[illegible]	- Program Prod.
[illegible]	- Co Announcer

DIRECTORS

[illegible]	William Marsh
Larry Corrie	Arnold Wicks
Ted Fay	Richard Sandvick
M. Shelley Kenny	William Sexton
Irwin Levy	Keith Turner

[illegible] (Ch 4)

M. Gerard Ryan	- Gen Mgr
John L. Cecil	- Sales Mgr
Lorne Lynn	- Prog Mgr
Ed Hoffman	- Film Dir
Donald Lyons	- Dir News & Sp Events
Ted Bergmann	- Pub Rel Dir

ANNOUNCERS: Ted Brown, Lou Dorfman, Ed Fitzgerald, Alan Murphy, Arthur Shelton, Jim Wilkins, Dick Zimmerman, Paul Zeller, Lord Jeffries, Bob Smith.

WCBS-TV (Ch 2)

Network Personnel: See Page 9

Richard A. Swift	- Gen Mgr
George Burton	- Sales Mgr
Clarence Worden	- Asst to Gen Mgr
Robert Litt	- Adv & Sales Prom Mgr
M. H. De Blanc	- Asst Adv&Sales Prom

PRODUCTION

Richard Doan	- Prog Dir
Jack Lemmwile	- Assoc Prog Dir
Dave Fetter	- Film Mgr
Jerome Hibbard	- Assoc Prod
Fred Weber	- Dir
Don Morel	- Dir
Frank Marsh	- Dir

WNBC (Ch 4)

Ted Cotts	- Gen Mgr, TV
John Meyer	- Dir Of Sales
Ivan Rettner	- Prog Mgr
George Wallach	- News, Sp Events
Jerry Lynch	- Adv & Prom Mgr
Hunt Stevenson	- Publicity Dir

DIRECTORS

John Chapin	William Burton
Howard Davis	Eugene Rodney
Jules Tilson	

Network personnel: See Page 10
Station personnel: See Page 3

WOR-TV (Ch 9)

Jerome Ashby	- Gen Mgr
Don Gardner	- Sales Mgr
Hal Tolchin	- Film Dir
John Fanelli	- Dir News & Sp Events
Paul Lemmwile	- Publicity

ANNOUNCERS: Raymond R. Abel, Bruce M. Allen, Arthur A. Barker, William Beal, Paul E. Bunnell, Lawrence Cave, Alan Cooke, Gerald Levin, Roger L. Mudgett, Thomas Hammond, Shelley R. Hull, John F. Kane, Michelle Lambert, Jack D. Lindsinger, Robert T. Metz, Murdock T. Pemberton, Allen Petkanas, Kenneth Rosenfelder, Jason R. Scott, Joseph T. Shaw Jr, Robert L. Sharp, Charles Tripp, Barry Tuckner Jr. -- *NOTE: Other personnel details from the network...See Page 8.

SARRA

The first and last word in visual selling!

SARRA INC.

NEW YORK · 200 EAST 56th STREET
CHICAGO · 16 EAST ONTARIO STREET

Completely Staffed

AND READY TO SERVE YOU

We do ONE THING — and we think we do it exceptionally well:

We are PRODUCERS of high quality

SOUND MOTION PICTURES — SLIDE FILMS
TV COMMERCIALS — FILM STRIPS
SOUND RECORDINGS

Our permanent staff includes specialists among script writers, artists, directors, cameramen, sound technicians and lighting experts.

IF YOU ARE CONSIDERING A FILM WE WILL BE GLAD TO EVALUATE THE PROJECT FOR YOU — and advise on its form, content and cost.

Documentary or Educational motion picture, Industrial or Training film, in black and white or in full color — or the finest sound recordings —

whatever your requirements in the audio-visual medium may be, Seaboard has the facilities, the equipment, the technicians, *and the interest* which results in productions at a cost consistent with the highest quality.

ASK THESE CLIENTS . . .

Seaboard Studios is producing films for TV, industry and education for these representative organizations:

UNITED STATES RUBBER CO.
SINCLAIR REFINING CO.
TALON SLIDE FASTENER
NEW YORK TIMES
NATIONAL BROADCASTING CO.
C.A.R.E.
YOUNG & RUBICAM, Inc.
J. WALTER THOMPSON CO.
BATTEN, BARTON, DURSTINE & OSBORN, Inc.
MARSCHALK & PRATT, Inc.

DEPARTMENT OF STATE
CECIL & PRESBREY, Inc.
HICKS & GREIST, Inc.
LENNEN & MITCHELL, Inc.
GEYER, NEWELL & GANGER, Inc.

"SOMETHING NEW" TV PROGRAM
21 National Brand Products in 14 major markets sponsored by leading department stores.

•

Three Stages & Coaxial connection to all TV Stations

SEABOARD STUDIOS, Inc.

157 E. 69th St., N. Y. 21, N. Y. • Tel. REgent 7-9200

POST Spotlites

Ask **POST** for TV films

Contact **POST** for *better* TV films

Depend on **POST** for TV films that *really entertain!*

Write to Dept. RR-52 for our free list of 16mm sound features and shorts available for television.

POST PICTURES

POST PICTURES CORP.
115 W. 45th St., New York 19, N. Y.

ORDER NOW!

AT OUR SPECIAL MONEY-SAVING PRICE

55-PAGE TV FILM REPORT

PLUS

THIS NATIONAL TV DIRECTORY

ONLY $10

(Or send $7.50 for either one alone)

OTHER SPECIAL REPORTS
PROVIDE ANSWERS TO ALMOST ANY TV PROBLEM

SEND FOR INDEX TODAY!

Ross Reports ON TELEVISION

551 FIFTH AVENUE NEW YORK 17, N. Y.

TELEVISION DATA CHART
(As of October 1, 1951)

Ranked by # of Receivers

Estimated TV Set Ownership (NBC) & Average Class A Hour Rates**

CITY	# STATIONS	HR RATE	TV SETS
New York	7	$ 800-3750	2,550,000
Los Angeles	7	750-1250	1,025,000
Chicago	4	1000-1300	995,000
Philadelphia	3	1000-1400	903,000
Boston	2	1000-1250	787,000
xDetroit	3	1100	542,000
Cleveland	3	550-750	511,000
Baltimore	3	650-700	325,000
Pittsburgh	1	800	320,000
St. Louis	1	850	317,000
Washington	4	450-550	289,000
Cincinnati	3	700-850	278,000
Minn-St.Paul	2	650-800	276,000
Milwaukee	1	650	267,000
San Francisco	3	450-600	250,000
xBuffalo	1	550	222,000
New Haven	1	600	188,000
Schenectady	1	500	173,000
Providence	1	500	165,000
Columbus	3	450-675	164,000
Indianapolis	1	480	158,000
Kansas City	1	550	144,000
Dayton	2	525-625	142,000
Dallas-Ft.Worth*	3	400	136,000
Syracuse	2	400-450	136,000
@Atlanta	3	500	130,000
Toledo	1	500	116,000
Lancaster	1	600	113,000
Johnstown	1	550	112,000
San Diego	1	400	106,000
Louisville	2	400	104,000
Seattle*	1	$ 500	99,000
Memphis	1	550	98,800
Houston*	1	500	92,900
Oklahoma City*	1	500	92,300
Rochester	1	500	91,000
Richmond	1	500	89,300
Charlotte	1	400	89,100
Omaha	2	350	88,000
Norfolk	1	475	81,600
Wilmington	1	475	80,900
Grand Rapids	1	500	79,700
Tulsa*	1	600	77,500
Miami*	1	550	77,000
Greensboro	1	400	74,500
Birmingham	2	300	69,700
Davenp't-Rock Is	2	250-300	67,800
Lansing	1	425	65,000
Ames	1	300	64,000
New Orleans*	1	325	63,500
Huntington	1	300	55,400
Salt Lake City	2	300	55,300
Erie	1	500	53,100
Utica	1	375	53,000
San Antonio*	2	300-400	52,300
Kalamazoo	1	500	49,500
Binghamton	1	325	43,100
Nashville	1	300	40,100
Jacksonville	1	300	40,000
Phoenix*	1	300	38,700
Bloomington	1	200	17,500
Albuquerque*	1	195	10,400
#Matamoras(Mex)*	1	250	9,500

TOTAL OPERATING STATIONS (Oct 1) - 109

TOTAL TV MARKETS - 64
Interconnected Markets - 53
*Non-Interconnected Mkts- 11

INTERCONNECTED STATIONS - 95

TOTAL TV SETS 14,003,500

**Class A - 6 or 6:30pm-11pm Mon-Fri
12noon-11pm Sat & Sun

Class B - 5-6 or 6:30pm Mon-Fri
figure 75% of Class A Rate

Class C - All other time; figure 50% of the Class A Rate

½ Hour - 60% of Hour Rate
20 Min - 50% of Hour Rate
15 Min - 40% of Hour Rate
10 Min - 35% of Hour Rate
5 Min - 25% of Hour Rate

NETWORK CLASS A HOUR (Gross)

ABC-TV:	63 Total Stations	$ 45,375
	47 Interconnected Sta	36,575
CBS-TV:	62 Total Stations	44,400
	51 Interconnected Sta	39,350
DuMont:	62 Total Stations	42,550
	52 Interconnected Sta	37,875
NBC-TV:	64 Total Stations	45,925
	52 Interconnected Sta	40,775

Preliminary figures are for Brownsville Texas area only. No Mexican figures yet.

x Does not include Canadian figures.

@ Station WLAV-TV has been added.

TELEVISION NET, INC.
(As of October 1, 1951)

Ranked by # of Receivers

Stations TV Set Ownership (TSO) & Average Class A Hour Rates**

CITY	# STATIONS	TV SETS	CITY	# STATIONS	TV SETS
New York	7	[illegible]	Seattle*	1	4,500
Los Angeles	1	[illegible]	Memphis	1	[illegible]
Chicago	4	[illegible]	Houston*	1	[illegible]
Philadelphia	1	[illegible]	Oklahoma City*	1	[illegible]
Boston	2	[illegible]	Providence	1	[illegible]
Detroit	1	[illegible]	Richmond	1	[illegible]
Cleveland	3	[illegible]	Charlotte	1	[illegible]
Dallas	3	[illegible]	Dallas	2	[illegible]
Pittsburgh	1	[illegible]	Norfolk	1	[illegible]
St. Louis	1	[illegible]	Milwaukee	1	[illegible]
Washington	4	[illegible]	Omaha Radio	1	[illegible]
Cincinnati	1	[illegible]	Tulsa*	1	[illegible]
Minneapolis	2	[illegible]	Flint*	1	[illegible]
Minneapolis	1	[illegible]	Greensboro	1	[illegible]
San Francisco	3	[illegible]	Fort Worth	2	[illegible]
Toledo*	1	[illegible]	Lexington-Hart Ia	1	[illegible]
New Haven	1	[illegible]	Lansing	1	[illegible]
Hammond-Gary	1	[illegible]	Reno	1	[illegible]
Providence	1	[illegible]	New Orleans*	1	[illegible]
Columbus	2	[illegible]	Washington	1	[illegible]
Indianapolis	1	[illegible]	Salt Lake City	1	[illegible]
Kansas City	1	[illegible]	Erie	1	[illegible]
Dayton	1	[illegible]	Utica	1	[illegible]
Dallas-Ft. Worth*	1	[illegible]	San Antonio*	1	[illegible]
Syracuse	2	[illegible]	Chicago	1	[illegible]
Atlanta*	2	[illegible]	Birmingham	1	[illegible]
Toledo	1	[illegible]	Nashville	1	[illegible]
Lancaster	1	[illegible]	Jacksonville	1	[illegible]
Lexington	1	[illegible]	Tucson*	1	[illegible]
San Diego	1	[illegible]	Tuscaloosa	1	[illegible]
Louisville	1	[illegible]	Albuquerque	1	[illegible]
			[illegible]*	1	[illegible]
			TOTAL IN SETS		[illegible]

TOTAL OPERATING STATIONS (OCT. 1) - 109
TOTAL TV VENDORS - [illegible]
Interconnected Stations - [illegible]
*Non-Interconnected Sta. - 11

INTERCONNECTED STATIONS - 97

**Class A - 1 or [illegible]-type Non-Net
Interconnection set in Sum
Class B - 3-4 or [illegible] Non-Net
Figures (%) of Class A Rate

Class C - All other stations; Figures %
of Max Class A Rate

½ Hour - 60% of Full Rate
20 Min - 35% of Hour Rate
10 Min - 18% of Hour Rate
5 Min - 25% of Hour Rate

[illegible] (Open)

[illegible]: 1) [illegible]		[illegible]
2) Interconnected Sta		[illegible]
[illegible]: 1) Total Stations		[illegible]
2) Interconnected Sta		[illegible]
[illegible]: 1) Total Stations		[illegible]
2) Interconnected Sta		[illegible]
[illegible]: 1) Total Stations		[illegible]
2) Interconnected Sta		[illegible]

[illegible] Figures for Interactive
[illegible] Figures per
* Non-Net Stations, Operation Figures.
A station WAV-TV has been added.

PERSONNEL & AFFILIATIONS

(For Class A Hour Rates see Page 13)

KEY: A -- ABC; C -- CBS; D -- DuMont; N -- NBC; P -- Paramount; (0) - Network Owned & Operated; (#) Denotes Channel; * Interconnected

(Write Stations c/o City; Street addresses unnecessary)

ALBUQUERQUE, N.M. (4) KOB-TV
Gen Mgr - T.M. Pepperday
Sta Mgr - George Johnson
Prog Dir - Dorothy Smith
Film Mgr - George Johnson
Sta Rep - Branham
Network - A,C,D,N

AMES, IOWA (4) WOI-TV*
Gen Mgr - Richard Hull
Prog Mgr - W.D. Donaldson
Sta Rep - Weed
Network -- A,C,D,N

ATLANTA, GA (5) WAGA-TV*
Gen Mgr - Geo B.Storer
Sls Mgr - John Collins
Prog Mgr - William Terry
Film Mgr - Ellen Evans
Sta Rep - Katz
Network - C,D

(8) WLTV*
Gen Mgr - William T.Lane
Sls Mgr - Arch Ragan
Film Mgr - Bert Balaban
Sta Rep - Harrington,R&P
Network - A

(2) WSB-TV*
Gen Mgr - John Outler,Jr
Comm Mgr - Frank Gaither
Prog Mgr - Marcus Bartlett
Film Mgr - Jean Hendrix
Sta Rep - Edward Petry
Network - N

BALTIMORE, MD. (13) WAAM*
Gen Mgr - Ken Carter
Sls Mgr - Armand Grant
Prog&Film- Herbert Cahan
Sta Rep - Harrington,R&P
Network - A,D

BALTIMORE, MD (11) WBAL-TV*
Gen Mgr - Harold C. Burke
Comm Mgr - Leslie Peard,Jr
Prog Mgr - V.F. Campbell
Film Mgr - Mel Quinn
Sta Rep - Edward Petry
Network - N

(2) WMAR-TV*
Gen Mgr - E.K. Jett
Comm Mgr - Ernest A. Lang
Prog Mgr - Robert Cochrane
Film Mgr - David Stickle
Sta Rep - Katz
Network - C

BINGHAMTON, N.Y. (12) WNBF-TV*
Gen Mgr - Cecil D. Mastin
Sls Mgr - Stanley Heslap
Prog Mgr - E.M. Scala
Film Mgr - L.L. Rogers
Sta Rep - Bolling
Network - A,C,D,N

BIRMINGHAM, ALA (13) WAFM-TV*
Gen Mgr - Thad Holt
Sls Mgr - C.P. Persons,Jr
Prog&Film- Lionel F.Baxter
Sta Rep - CBS Sales
Network - A,C

(4) WBRC-TV*
Gen Mgr - G. P. Hamann
Comm Mgr - Don Campbell
Prog Mgr - M. D. Smith
Film Mgr - G. P. Hamann
Sta Rep - Blair TV
Network - D,N

BLOOMINGTON, IND (10) WTTV
Gen Mgr - Glenn Van Horn
Sls Mgr - Robert Lemon
Prog Mgr - Robt Petranoff
Film Mgr - Al Fiscus
Sta Rep - Robert Meeker
Network - A,C,D,N

BOSTON MASS (4) WBZ-TV*
Gen Mgr - W.C. Swartley
Sls Mgr - C.H. Masse
Prog Mgr - W.Gordon Swan
Film Mgr - Carl Lawton
Sta Rep - NBC Spot Sls
Network - N

(7) WNAC-TV*
Gen&Sls - Linus Travers
Prog Mgr - George Steffy
Film Mgr - James Pike
Sta Rep - Edward Petry
Network - A,C,D

BUFFALO, N.Y. (4) WBEN-TV*
Gen Mgr - C.R. Thompson
Sls Mgr - N. Malter
Prog Mgr - George Torge
Film Mgr - Q.P. Renner
Sta Rep - Harrington,R&P
Network - A,C,D,N

CHARLOTTE, N.C. (3) WBTV*
Gen Mgr - C.Crutchfield
Sls Mgr - Keith Byerly
Prog Mgr - Bill Quinn
Film Mgr - J. Patterson
Sta Rep - CBS Sales
Network - A,C,D,N

CHICAGO, ILL. (4) WBKB*
Gen Mgr - J.H. Mitchell
Prog Mgr - S.C. Quinlan
Film Mgr - George Rice
Sta Rep - Weed
Network - C

(7) WENR-TV*
Gen Mgr - Jas. Stirton
Comm Mgr - Roy McLaughlin
Prog Mgr - Fred Killian
Film Mgr - Polly Thompson
Sta Rep - ABC Spot Sls
Network - ABC (0)

[illegible]

CHICAGO, ILL. (9) WGN-TV*
Gen Mgr - Frank Schreiber
Sls Mgr - George Harvey
Prog Mgr - Jay E. Faraghan
Film Mgr - Elizabeth Bain
Sta Rep - WGN Sales
Network - D

(5) WBNQ*
Gen Mgr - Perry C. Kopf
Comm Mgr - John McPartlin
Prog Mgr - Arthur Jacobson
Film Mgr - Isabel Cooney
Sta Rep - NBC Spot Sales
Network - NBC (O)

CINCINNATI, OHIO (7) WCPO-TV*
Gen Mgr - W.C. Watters
Comm Mgr - J.P. Smith
Prog Mgr - Ed Weston
Film Mgr - Elizabeth Bonaty
Sta Rep - Branham
Network - A,D

(11) WKRC-TV*
Gen Mgr - W.C. Watters
Comm Mgr - U.A. Latham
Prog Dir - Rod Mitchell
Film Mgr - R. Ostrander
Sta Rep - Katz
Network - C

(4) WLW-T*
Gen Mgr - R.E. Dunville
Comm Mgr - Wm. McCluskey
Prog Mgr - Lin Mason
Film Mgr - Russ Landers
Sta Rep - WLW Sales
Network - N

CLEVELAND, OHIO (5) WEWS*
Gen&Sls - J. Hanrahan
Prog Mgr - J.H. Hartley
Film Mgr - Gilbert Canfield
Sta Rep - Branham
Network - A,C

(4) WNBK*
Gen Mgr - J. McCormick
Prog Mgr - Harold Gallagher
Film Mgr - Al Odeal
Sta Rep - NBC Spot Sales
Network - NBC (O)

CLEVELAND, OHIO (9) WXEL*
Gen Mgr - F. Snyder
Sls Mgr - R.C. Wright
Prog Dir - Harry Balck
Film Mgr - Helen Celke
Sta Rep - Katz
Network - A,C,D

COLUMBUS, OHIO (10) WBNS-TV*
Gen Mgr - Richard Borel
Comm Mgr - Robert Thomas
Prog Mgr - Jerome Reeves
Film Mgr - Edward Bronson
Sta Rep - Blair TV
Network - C

(3) WLW-C*
Gen Mgr - James Leonard
Sls Mgr - Geo. Henderson
Prog Dir - Thomas Gleba
Film Mgr - R. Buchanan
Sta Rep - WLW Sales
Network - N

(6) WTVN*
Gen Mgr - John Rossiter
Comm Mgr - Roger J.LaReau
Prog Mgr - Colin Male
Film Mgr - Dean Nack
Sta Rep - Headley-Reed
Network - A,D

DALLAS, TEXAS (8) WFAA-TV
Gen Mgr - R. Nimmors
Comm Mgr - Alexander Keese
Prog Dir - Ashley Dawes
Film Mgr - Howard Anderson
Sta Rep - Edward Petry
Network - D,P

(4) KRLD-TV
Gen Mgr - C.W. Rembert
Comm Mgr - W.A. Roberts
Prog Dir - Roy George
Film Mgr - Nick Mueller
Sta Rep - Branham
Network - C

DAYTON, OHIO (13) WHIO-TV*
Gen Mgr - Robert Moody
Comm Mgr - H. Young, Jr.
Prog&Film- Don Lyons
Sta Rep - Hollingbery
Network - A,C,D

DAYTON, OHIO (5) WLW-D*
Gen Mgr - H.P. Lasker
Comm Mgr - Wm.Williamson
Prog Mgr - A.D. Faust
Film Mgr - Dick Cook
Sta Rep - WLW Sales
Network - N

DAVENPORT, IOWA (5) WOC-TV
Gen Mgr - Ernie Sanders
Comm Mgr - M. Woodlinger
Prog Dir - Charles Freburg
Film Mgr - Ken Wagner
Sta Rep - Free & Peters
Network - N

DETROIT, MICH (20 WJBK-TV*
Gen&Sls - R.E. Jones
Prog Dir - Lanny Pike
Film Mgr - Bob Striker
Sta Rep - Katz
Network - C,D

(4) WWJ-TV*
Gen Mgr - Wm. Walbridge
Sls Mgr - Norman Hawkins
Prog Mgr - N.C. Weissman
Film Mgr - Douglas Wright
Sta Rep - G.P.Hollingbery
Network - N

(7) WXYZ-TV*
Gen Mgr - James Riddell
Comm Mgr - Len Kamins
Prog Mgr - John Pival
Film Mgr - Ken Sims
Sta Rep - ABC Spot Sales
Network - ABC (O)

ERIE, PA. (12) WICU*
Gen&Comm - Herbert Stewart
Prog&Film- Don Lick
Sta Rep - Headley-Reed
Network - A,C,D,N

FORT WORTH, TEX (5)WBAP-TV
Gen Mgr - George Cranston
Comm Mgr - Roy Bacus
Prog Mgr - Bob Gould
Film Mgr - Lynn Trammell
Sta Rep - Free & Peters
Network - A,N

CHICAGO, ILL. (9) WGN-TV*
Gen Mgr - Frank Schnelbach
Sta Mgr - George Harvey
Prog Mgr - Jay L. Hernandez
Film Mgr - Elizabeth Bain
Sta Rep - WGN Sales
Network - D

(2) WBKB*
Gen Mgr - Henry C. Work
Comm Mgr - John Meffitth
Prog Mgr - Arthur Jacobson
Film Mgr - Isabel Cooney
Sta Rep - NBC Spot Sales
Network - NBC (O)

CINCINNATI, OHIO (7) WCPO-TV*
Gen Mgr - V.L. Matthews
Comm Mgr - J.L. Smith
Prog Mgr - Ed Hewston
Film Mgr - Elizabeth Doherty
Sta Rep - Bresnan
Network - A.B.C.

(11) WKRC-TV*
Gen Mgr - L.P. Matthews
Comm Mgr - F.L. Lashow
Prog Dir - Rod Mitchell
Film Mgr - R. Gerwerdes
Sta Rep - Katz
Network - C

(4) WLW-T*
Gen Mgr - R.J. Donnelle
Comm Mgr - Ken McKinney
Prog Mgr - Lin Mason
Film Mgr - Nina Lawrence
Sta Rep - WLW Sales
Network - N

CLEVELAND, OHIO (3) WEWS*
Gen Mgr - G.A. Richards
Comm Mgr - E.L. Ziegler
Film Mgr - Gilbert Cranfield
Sta Rep - Bresnan
Network - A.C

(5) WJW*
Gen Mgr - J. Mosovich
Prog Mgr - Morris Gallagher
Film Mgr - Al Orkin
Sta Rep - NBC Spot Sales
Network - NBC (O)

DETROIT, MICH. (2) WWJ-TV*
Gen Mgr - Leslie Gardner
Comm Mgr - M. Woodlinger
Prog Dir - Charles Fridley
Film Mgr - Ken Wagner
Sta Rep - Free & Peters
Network - N

(4) WXYZ-TV*
Gen Mgr - Ben Serrin
Comm Mgr - Ken Dowling
Prog Mgr - John Ziegel
Film Mgr - Ken Dunn
Sta Rep - ABC Spot Sales
Network - ABC (O)

GALVESTON, TEXAS (12) WTGV*
Gen Mgr - Emmett Shelton
Program Dir - Don Lick
Sta Rep - Headley-Reed
Network - A.B.C.N

FORT WORTH, TEX. (5) WBAP-TV
Gen Mgr - George Cameron
Comm Mgr - Ken Stone
Prog Mgr - Bob Gould
Film Mgr - John Trammell
Sta Rep - Free & Peters
Network - NBC

HOUSTON, TEX. (2) KPRC-TV*
Gen Mgr - Jack Harris
Comm Mgr - Robert Thomas
Prog Mgr - Harvey Brown
Film Mgr - Edward Prosser
Sta Rep - Blair TV
Network - C

(4) KUHT*
Gen Mgr - James [illegible]
Sta Mgr - [illegible]
Prog Dir - Thomas [illegible]
Film Mgr - [illegible]
Sta Rep - NBC Spot Sales
Network - N

(6) KTRK*
Gen Mgr - John [illegible]
Comm Mgr - Roger [illegible]
Prog Mgr - [illegible]
Film Mgr - [illegible]
Sta Rep - Headley-Reed
Network - A.B.C

INDIANAPOLIS, IND. (8) WFBM-TV
Gen Mgr - W. [illegible]
Comm Mgr - Alexander Kemp
Prog Dir - Lindley Lewis
Film Mgr - Edward Anderson
Sta Rep - Bresnan Company
Network - N.B.C

(4) WLW-T*
Gen Mgr - C.W. [illegible]
Comm Mgr - W.L. Roberts
Prog Dir - Roy Bergen
Film Mgr - Nick Mueller
Sta Rep - Bresnan
Network - C

JACKSON, MISS. (13) WJDX-TV*
Gen Mgr - Joseph Hardy
Comm Mgr - H. Young, Jr.
Program Dir - Don Lewis
Sta Rep - Holliday-Day
Network - A.B.C

GRAND RAPIDS, MICH (7) WLAV-TV*
Gen&Comm - H.M. Steed
Prog&Film- H. Kaufman
Sta Rep - John Pearson
Network - A,C,D,N

GREENSBORO, N.C. (2) WFMY-TV*
Gen Mgr - Gaines Kelley
Sls Mgr - Virgil Evans
Prog Mgr - Gomer Leach
Film Mgr - Dan Shields
Sta Rep - Harrington, R&P
Network - A,C,D,N

HOUSTON, TEXAS (2) KPRC-TV
Gen Mgr - Jack Harris
Prog Dir - Jack Edmunds
Film Mgr - M.B. Johnson
Sta Rep - Edward Petry
Network - A,C,D,N

HUNTINGTON, W.VA. (5) WSAZ-TV*
Gen&Comm - L.H. Rogers
Prog&Film- J.H. Ferguson
Sta Rep - Katz
Network - A,C,D,N

INDIANAPOLIS, IND (6) WFBM-TV*
Gen Mgr - Harry Bitner,
Comm Mgr - William Kiley
Prog Dir - Frank Sharp
Film Mgr - Hugh Kibbey
Sta Rep - Katz
Network - A,C,D,N

JACKSONVILLE, FLA (4) WMBR-TV*
Gen&Comm - G. Marshall
Prog&Film--
Sta Rep - Avery-Knodel
Network - A,C,D,N

JOHNSTOWN, PA. (13) WJAC-TV*
Gen Mgr - A.D. Schrott
Prog&Film- F. Cummins
Sta Rep - Headley-Reed
Network - A,C,D,N

KALAMAZOO, MICH (3) WKZO-TV*
Gen Mgr - John Fetzer
Sls Mgr - D.W. DeSmith
Prog&Film- Harry Travis
Sta Rep - Avery-Knodel
Network - A,C,D,N

KANSAS CITY, MO. (4) WDAF-TV*
Gen Mgr - William Bates
Comm Mgr - Manne Russo
Prog Mgr - Randall Jesse
Film Mgr - Martha Jenkins
Sta Rep - Harrington, R&P
Network - A,C,D,N

LANCASTER, PA. (4) WGAL-TV*
Gen Mgr - Harold Miller
Sls Mgr - Robert Gulick
Prog Dir - P. Rodenhausen
Film Mgr - B.K. Feroe
Sta Rep - Robert Meeker
Network - A,C,D,N

LANSING, MICH. (6) WJIM-TV*
Gen Mgr - H.F. Gross
Comm Mgr - R.S. Underhill
Prog Mgr - Howard K. Finch
Film Mgr - G.R. Gibson
Sta Rep - H-R Reps
Network - A,C,D,N

LOS ANGELES, CAL. (7) KECA-TV*
Gen Mgr - Dean B. Tatum
Comm Mgr - Robert Laws
Film Mgr - George Boggs
Prog Mgr - Al Flanagan
Network - ABC (O)

(9) KHJ-TV*
Gen Mgr - Haan J. Tyler
Comm Mgr - John Bradley
Prog Mgr - Ken Higgins
Film Mgr - James H. Love
Sta Rep - Edward Petry

(13) KLAC-TV*
Gen Mgr - D.J. Fedderson
Comm Mgr - David Lundy
Prog&Film- Fred Henry
Sta Rep - Katz

(4) KNBH*
Gen Mgr - T.B. McFadden
Comm Mgr - D.A. Norman
Prog Dir - Albert Cole
Film Mgr - R. Guggenheim
Sta Rep - NBC Spot Sales
Network - NBC (O)

LOS ANGELES, CAL (2) KNXT*
Gen Mgr - Wilbur Edwards
Comm Mgr - Robert B. Hoag
Prog Mgr - Bill Brennan
Film Mgr - Bob Anderson
Sta Rep - CBS Sales
Network - CBS (O)

(5) KTLA*
Gen Mgr - K. Landsberg
Comm Mgr - H.Y. Maynard
Prog Mgr - Gordon Wright
Film Mgr - Leland Muller
Sta Rep - John Pearson
Network - Paramount (O)

(11) KTTV*
Gen Mgr - H.M. Dunham
Sls Mgr - Frank King
Prog Dir - Robert Purcell
Film Mgr - Tom Corradine
Sta Rep - Blair TV
-

LOUISVILLE, KY. (5) WAVE-TV*
Gen Mgr - Nathan Lord
Comm Mgr - Ralph Jackson
Prog Mgr - Geo. Patterson
Film Mgr - John Boyle
Sta Rep - Free & Peters
Network - A,D,N

(9) WHAS-TV*
Gen Mgr - Victor Sholis
Sls Mgr - Neil Cline
Prog Dir - Harold Fair
Film Mgr - Libby Higgins
Sta Rep - Edward Petry
Network - C

MEMPHIS, TENN. (4) WMCT*
Gen Mgr - H.W. Slavick
Comm Mgr - Earl Moreland
Prog Mgr - W. Mount
Film Mgr - C. Caldwell, Jr.
Sta Rep - Branham
Network - A,C,D,N

MIAMI, FLA. (4) WTVJ
Gen Mgr - Lee Ruwitch
Comm Mgr - John S. Allen
Prog Mgr - Clyde Lucas
Film Mgr - Labe Mell
Sta Rep - Free & Peters
Network - A,C,D,N

[illegible]

Gen Mgr - [illegible]
Prog Mgr - [illegible]
Film Mgr - Adam Thorson
Network - A,C,D,E

[illegible], N.C. (8) WTVD-TV*

Gen Mgr - Walter Rigler
Sta Mgr - Vincent Lewis
Prog Mgr - Oscar Israel
Film Mgr - Jack Gottlieb
Sta Mgr - Lawrence Wolf
Network - A,C,D,E

[illegible], TENN. (3) WSM-TV

Gen Mgr - Jack Harris
Prog Mgr - Jack Stevens
Film Mgr - H.B. Ingram
[illegible] - Howard Perry
Network - A,C,D,E,I

MINNEAPOLIS, MINN. (4) WTCN-TV*

Gen Mgr - [illegible]
Prog Mgr - T.H. [illegible]
Sta Mgr - Date
Network - A,C,D,E

MONTGOMERY, ALA. (3) WSFA-TV*

Gen Mgr - Harry Ritter
Gen Mgr - William Riley
Prog Mgr - Frank Sharp
Film Mgr - Hugh Ashley
Sta Mgr - Date
Network - A,C,D,E,I

[illegible], N.J. (4) WATV*

Gen Mgr - [illegible]
Prog Mgr - [illegible]
Film Mgr - [illegible]
Sta Mgr - Date
Network - A,C,D,E

NEW ORLEANS, LA. (4) WDSU-TV*

Gen Mgr - A.C. Terrell
Prog Mgr - Frank Tinsley
Film Mgr - Lloyd Henry
Sta Mgr - Date
Network - A,C,D,E

NEW YORK, N.Y. (2) WABD*

Gen Mgr - [illegible]
Prog Mgr - Leonard Kirby
Film Mgr - Jack Gibbons
Sta Mgr - Date
Network - A,C,D,E

NEW YORK, N.Y. (4) WCBS-TV*

Gen Mgr - Lewis A. Jones
Prog Mgr - Hubert Gibbs
Film Mgr - Jack Gibbons
Sta Mgr - Date
Network - A,C,D,E

NEW YORK, N.Y. (5) WNBT*

Gen Mgr - Sylvester L. Weaver, Jr.
Prog Mgr - Fred Wile
Film Mgr - Jack Gibbons
Sta Mgr - Date
Network - A,C,D,E

NEW YORK, N.Y. (9) WOR-TV*

Gen Mgr - Frank Stanton
Prog Mgr - Frank Stanton
Film Mgr - Jack Gibbons
Sta Mgr - Date
Network - A,C,D,E

NEWARK, N.J. (13) WATV*

Gen Mgr - Leonard Kirby
Prog Mgr - Leonard Kirby
Film Mgr - Jack Gibbons
Sta Mgr - Date
Network - A,C,D,E

NORFOLK, VA. (3) WTAR-TV*

Gen Mgr - Jack Gibbons
Prog Mgr - Jack Gibbons
Film Mgr - Jack Gibbons
Sta Mgr - Date
Network - A,C,D,E

OKLAHOMA CITY, OKLA. (5) WKY-TV*

Gen Mgr - Harry Ritter
Prog Mgr - Jack Gibbons
Film Mgr - Jack Gibbons
Sta Mgr - Date
Network - A,C,D,E

OMAHA, NEB. (6) WOW-TV*

Gen Mgr - Lloyd Dennis
Prog Mgr - Jack Gibbons
Film Mgr - Jack Gibbons
Sta Mgr - Date
Network - A,C,D,E

PHILADELPHIA, PA. (4) WCAU-TV*

Gen Mgr - Leonard Kirby
Sta Mgr - Robert Gibbs
Prog Dir - P. Rodenhauser
Film Mgr - J.K. Perry
Sta Mgr - Robert Lawson
Network - A,C,D,E

PITTSBURGH, PA. (3) KDKA-TV*

Gen Mgr - J.E. Evans
Prog Mgr - H.R. Underwood
Film Mgr - Jack Gibbons
Sta Mgr - H-R Inc
Network - A,C,D,E

PORTLAND, ORE. (2) KOIN-TV*

Gen Mgr - [illegible]
Gen Mgr - Jack Gibbons
Prog Mgr - Jack Zimmerman
Film Mgr - Jack Gibbons
Sta Mgr - Date
Network - ABC (C)

(2) KTTV*

Gen Mgr - Leon T. Taylor
Gen Mgr - John Shelley
Prog Mgr - Jim Bishop
Film Mgr - James H. Jones
Sta Mgr - Edward Taylor

(11) KTLA*

Gen Mgr - L.E. Thompson
Gen Mgr - Ferrid Kelly
Prog Mgr - Ferrid Kelly
Sta Mgr - Date

(4) KSTP*

Gen Mgr - T.M. Nelson
Gen Mgr - I.A. Morris
Prog Mgr - Albert Ochs
Film Mgr - E. Lorenz Smith
Sta Mgr - KSTP Sales
Network - ABC (C)

ROCHESTER, N.Y. (5) WHAM-TV*

Gen Mgr - Lloyd Dennis
Prog Mgr - Lloyd Dennis
Film Mgr - Jack Gibbons
Sta Mgr - Date
Network - A,C,D,E

ROCHESTER, N.Y. (10) WVET-TV*

Gen Mgr - J.V. Sinclair
Gen Mgr - Paul Dorsland
Prog Mgr - D. Moore
Film Mgr - D. Caldwell, Jr.
Sta Mgr - Dunham
Network - A,C,D,E

ROANOKE, VA. (4) WSLS-TV

Gen Mgr - John Dennis
Sta Mgr - T.A. Jenkins
Prog Mgr - Harry Trevis
Sta Mgr - Jack Gibbons
Network - A,C,D,E

ROCHESTER, MINN. (3) WMT-TV*

Gen Mgr - John Cowles
Sta Mgr - T.A. Jenkins
Prog Mgr - Harry Trevis
Sta Mgr - Jack Gibbons
Network - A,C,D,E

MILWAUKEE, WIS (3) WTMJ-TV*
Gen Mgr - Walter Damm
Sls Mgr - N.V. Blake
Prog Mgr - Jas.Robertson
Film Mgr - Jas.Fitzgerald
Sta Rep - Harrington,R&P
Network - A,C,D,N

MINNEAP-ST.PAUL (5)KSTP-TV*
Gen Mgr - Stan Hubbard
Sls Mgr - M.C. Robertson
Prog Dir - Del Franklin
Film Mgr - Dick Kepler
Sta Rep - Edward Petry
Network - N

(4) WTCN-TV*
Gen Mgr-F.Van Konynenberg
Comm Mgr - R.N. Ekstrum
Prog Mgr - Judy Bryson
Film Mgr - Harry Jones
Sta Rep - Free & Peters
Network - A,C,D

NASHVILLE, TENN.(4) WSM-TV*
Gen Mgr - John DeWitt,Jr
Comm Mgr - Irving Waugh
Prog Mgr - Jack Stapp
Film Mgr - E. Cartwright
Sta Rep - Edward Petry
Network - A,C,D,N

NEW HAVEN,CONN.(6) WNHC-TV*
Gen Mgr - James T. Milne
Comm&Film- Vince Callanan
Prog Mgr - David K.Harris
Sta Rep - Katz
Network - A,C,D,N

NEW ORLEANS,LA.(6) WDSU-TV
Gen Mgr - Robert Swezey
Comm Mgr - Louis Read
Prog Dir - Ray Rich
Film Mgr - Rose Wetzel
Sta Rep - Blair TV
Network - A,C,D,N

NEWARK, N.J. (13) WATV
Gen Mgr - I.R. Rosenhaus
Sls Mgr - Edmund Lennon
Prog Dir - George Green
Film Mgr - Robert Paskow
Sta Rep - Weed

NEW YORK,N.Y. (5) WABD*
Net Dir - Chris Witting
Sls Mgr - Ted Bergmann
Prog Dir - James Caddigan
Film Mgr - D.A. Stewart
Sta Rep - DuMont SpotSls
Network - DuMont (O)

(2) WCBS-TV*
Gen Mgr - Richard Swift
Sls Mgr - George Dunham
Prog Dir - Richard Doan
Film Mgr - David Savage
Sta Rep - CBS Sales
Network - CBS (O)

(7) WJZ-TV*
Gen Mgr - Clarence Doty
Sls Mgr - Ralph Dennis
Prog Dir - James Pollock
Film Mgr - Nat Fowler
Sta Rep - ABC Spot Sales
Network - ABC (O)

(4) WNBT*
Gen Mgr - Ted Cott
Sls Mgr - John Reber
Prog Dir - Ivan Reiner
Film Mgr - Stanley Parlan
Sta Rep - NBC Spot Sales
Network - NBC (O)

(9) WOR-TV
Gen Mgr - J.F. Seebach
Sls Mgr - Robert C. Mayo
Prog Mgr - Harvey Marlowe
Film Mgr - Milford Fenster
Sta Rep - WOR Sales

(11) WPIX
Gen Mgr - G.B. Larson
Sls Mgr - John F. Noone
Prog Mgr - John McClay
Film Mgr - Tony Azzato
Sta Rep - Free & Peters

NORFOLK, VA. (4) WTAR-TV*
Gen Mgr - Fred Lowe
Comm Mgr - Robert Lambe
Prog&Film- Winston Hope
Sta Rep - Edward Petry
Network - A,C,D,N

OKLAHOMA CITY,OKLA(4)WKY-TV*
Gen Mgr - F.A. Sugg
Comm Mgr - R.E. Chapman
Prog Mgr - Robert Olson
Film Mgr - Keith Mathers
Sta Rep - Katz
Network - A,C,D,N

OMAHA,NEB. (3) KMTV*
Gen Mgr - Owen Saddler
Comm Mgr - Howard Peterson
Prog Mgr - G. Harris
Film Mgr - Bill Lund
Sta Rep - Katz
Network - A,C,D

(6) WOW-TV*
Gen Mgr - F.P. Fogarty
Sls Mgr - Robert Dooley
Prog&Film- Lyle DeMoss
Sta Rep - Blair TV
Network - N

PHILADELPHIA,PA.(10)WCAU-TV*
Gen Mgr - D. Thornburgh
Comm Mgr - Robert McGredy
Prog Mgr - Charles Vanda
Film Mgr - Helen Buck
Sta Rep - CBS Sales
Network - C

(6) WFIL-TV*
Gen Mgr - Roger W. Clipp
Sls Mgr - K.W. Stowman
Prog Dir - Herbert Horton
Film Mgr - Walter Tillman
Sta Rep - Katz
Network - A,D

(3) WPTZ*
Gen Mgr - Ernest Loveman
Comm Mgr - A.Dannenbaum
Prog Mgr - Preston Stover
Film Mgr - Ed Murray
Sta Rep - NBC Spot Sales
Network - N

PHOENIX,ARIZ. (5) KPHO
Gen Mgr - Harry Stone
Sls Mgr - J.M. Kaufman
Film Mgr - Carl Webster
Sta Rep - Edward Petry
Network - A,C,D,N

[illegible]

[illegible]

[illegible]

PITTSBURGH, PA. (3) WDTV*
Gen Mgr - Harold C. Lund
Sls Mgr - Larry Israel
Prog Dir - Leslie Arries
Film Mgr - Harry Munson
Sta Rep - DuMont Sales
Network - A,C,D,N (DuMont owned)

PROVIDENCE, R.I. (11) WJAR-TV*
Gen Mgr - John J. Boyle
Prog Dir - James Orchard
Comm&Film- John J. Boyle
Sta Rep - Weed
Network - A,C,D,N

RICHMOND, VA. (6) WTVR*
Gen&Comm - Wilbur Havens
Prog&Film- C. Rianhard
Sta Rep - Blair TV
Network - N

ROCHESTER, N.Y. (6) WHAM-TV*
Gen Mgr - William Fay
Comm Mgr - John Kennedy
Prog Dir - Chas. Siverson
Film Mgr - Dave Manning
Sta Rep - Hollingbery
Network - A,C,D,N

ROCK ISLAND, ILL. (4) WHBF-TV*
Gen Mgr - L.C. Johnson
Sls Mgr - Maurice Corken
Prog&Film- Forest Cooke
Sta Rep - Avery-Knodel
Network - A,C,D,

SALT LAKE CITY, U. (4) KDYL-TV*
Gen Mgr - S.S. Fox
Comm Mgr - George Provol
Prog Dir - Dan Rainger
Film Mgr - F.C. Eckhardt
Sta Rep - Blair TV
Network - N

(5) KSL-TV*
Gen Mgr - C.R. Evans
Sls Mgr - Eugene Halliday
Prog&Film- W. Richards
Sta Rep - CBS Sales
Network - A,C,D

SAN ANTONIO, TEXAS (5) KEYL
Gen Mgr - W.D. Rogers
Comm Mgr - William Kelley
Prog&Film- Thos. J. Maloney
Sta Rep - Blair TV
Network - A,D,P

SAN ANTONIO, TEX. (4) WOAI-TV
Gen Mgr - A.X. Pangborn
Comm Mgr - Jerry Lee
Prog Mgr - W.P. Dickey
Film Mgr - Edward Hyman
Sta Rep - Edward Petry
Network - A,C,N

SAN DIEGO, CAL. (8) KFMB-TV*
Gen Mgr - Jack O. Gross
Comm Mgr - W.O. Edholm
Prog&Film- W.O. Edholm
Sta Rep - Branham
Network - A,C,N

SAN FRANCISCO, CAL. (7) KGO-TV*
Gen Mgr - Gayle Grubb
Comm Mgr - V. Francis
Prog Dir - Bloyce Wright
Film Mgr - Phyllis Towner
Sta Rep - ABC Spot Sales
Network - ABC (O)

(5) KPIX*
Gen Mgr - P.G. Lasky
Comm Mgr - Lou Simon
Prog Mgr - S. Spillman
Film Mgr - Tom Stanford
Sta Rep - Katz
Network - C,D

(4) KRON-TV*
Gen Mgr -- Chas. Thieriot
Sls Mgr - Norman Louvau
Prog Mgr - Patric Crafton
Film Mgr - B. Kotrich
Sta Rep - Free & Peters
Network - N

SCHENECTADY, N.Y. (4) WRGB*
Gen Mgr - R.W. Hanna
Sls Mgr - Robert F. Reid
Prog&Film- A.G. Zink
Sta Rep - NBC Spot Sales
Network - A,C,D,N

SEATTLE, WASH. (5) KING-TV
Gen Mgr - Otto P. Brandt
Comm Mgr - Al Hunter
Prog&Film- L. Schulman
Sta Rep - Blair TV
Network - A,C,D,N

ST. LOUIS, MO. (5) KSD-TV*
Gen Mgr - George Burbach
Comm Mgr - Guy Yeldell
Prog Dir - Harold Grams
Film Mgr - Keith Gunther
Sta Rep - Free & Peters
Network - A,C,D,N

SYRACUSE, N.Y. (8) WHEN*
Gen Mgr - Paul Adanti
Comm Mgr - William Bell
Prog Dir - Gordon Alderman
Film Mgr - Mary Horsington
Sta Rep - Katz
Network - A,C,D

(5) WSYR-TV*
Gen Mgr - F.R. Vadeboncoeur
Comm Mgr - William Alford
Prog&Film- W. Rothrum
Sta Rep - Headley-Reed
Network - N

TOLEDO, OHIO (13) WSPD-TV*
Gen Mgr - E.Y. Flanigan
Prog Dir - Glenn Jackson
Film Mgr - Elaine Phillips
Sta Rep - Katz
Network - A,C,D,N

TULSA, OKLA. (6) KOTV
Gen Mgr - Maria Alvarez
Comm Mgr - John Hill
Prog Mgr - Don Thompson
Film Mgr - Craig Ramsey
Sta Rep - Edward Petry
Network - A,C,D,N

UTICA, N.Y. (13) WKTV*
Gen Mgr - Michael Fusco
Comm Mgr - J.J. MacDavitt
Film Mgr - J. Casaletta
Sta Rep - Cooke
Network - A,C,D,N

WILMINGTON, DEL. (7) WDEL-TV*
Gen Mgr - J.Gorman Walsh
Sls Mgr - J.R. Gulick
Prog&Film- J. Adshead
Sta Rep - Meeker
Network - D,N

WASHINGTON, D.C. (7) WMAL-TV*
Gen Mgr - K.H. Berkeley
Comm Mgr - Ben Baylor, Jr.
Prog Dir - Howard Bell
Film Mgr - Chas. Bloomquist
Sta Rep - Katz
Network - A

PITTSBURGH, PA. (3) WDTV*

Gen Mgr - Harold C. Lund
Sta Mgr - Larry Lessel
Prog Dir - Leslie Arries
Film Mgr - Harry Warson
Sta Rep - DuMont Sales
Network - A,C,D,N
(Lessons owned)

PROVIDENCE, R.I. (11) WJAR-TV*

Gen Mgr - John J. Doyle
Prog Dir - Jesse Orchard
Cameraman- John J. Doyle
Sta Rep - Head
Network - A,C,D,N

RICHMOND, VA. (2) WTVR*

General Mgr - Walter Evans
Programming- [illegible]
Sta Rep - Blair TV
Network - N

ROCHESTER, N.Y. (6) WHAM-TV*

Gen Mgr - William Lee
Comm Mgr - John Kennedy
Prog Dir - Chas. Silverson
Film Mgr - Dave Hamblin
Sta Rep - Hollingbery
Network - A,C,D,N

ROCK ISLAND, ILL. (4) WHBF-TV*

Gen Mgr - L.C. Johnson
Sta Mgr - Maurice Corken
Programming- Horace Cook
Sta Rep - Avery-Knodel
Network - A,C,D

SALT LAKE CITY, U. (4) KSL-TV*

Gen Mgr - [illegible]
Comm Mgr - Maurice Savoyl
Prog Dir - Don Metzger
Film Mgr - R.C. Kirkbright
Sta Rep - Blair TV
Network - N

(2) KSD-TV*

Gen Mgr - C.E. Arena
Sta Mgr - Eugene Mullany
Programming- J. Blackburn
Sta Rep - Gill Tribe
Network - A,C,D

SAN ANTONIO, TEXAS (2) WOAI

Gen Mgr - W.D. Rogers
Comm Mgr - William Kelley
Programming- Chas. L. Maloney
Sta Rep - Blair TV
Network - A,D,P

SAN ANTONIO, TEX. (4) WOAI-TV

Gen Mgr - A.X. Kingsbury
Comm Mgr - Jerry Lee
Prog Mgr - W.P. Dickey
Film Mgr - Edward Hyman
Sta Rep - Edward Petry
Network - A,C,N

SAN DIEGO, CAL. (6) KFMB-TV*

Gen Mgr - Jack C. Cross
Comm Mgr - W.O. Edholm
Programming- W.O. Edholm
Sta Rep - Branham
Network - A,D,N

SAN FRANCISCO, CAL. (7) KGO-TV*

Gen Mgr - Wylie Gault
Comm Mgr - W. Francis
Prog Dir - Hoopee Wadsat
Film Mgr - Phyllis Towner
Sta Rep - ABC Spot Sales
Network - ABC (O)

(5) KTIV*

Gen Mgr - P.G. Lacey
Comm Mgr - Lou Simon
Prog Mgr - G. Spillman
Film Mgr - Tom Stanford
Sta Rep - Katz
Network - C,D

(4) KRON-TV*

Gen Mgr - Chas. Pheiffer
Sta Mgr - Jerman Lowman
Prog Mgr - Nitzie Creston
Film Mgr - E. Korwick
Sta Rep - Free & Peters
Network - N

SCHENECTADY, N.Y. (4) WRGB*

Gen Mgr - [illegible]
Sta Mgr - Robert T. Lewis
Programming- A.G. Dunn
Sta Rep - ABC Spot Sales
Network - A,C,D,N

SEATTLE, WASH. (5) KING-TV

Gen Mgr - Otto F. Breault
Comm Mgr - Al Hunter
Programming- [illegible] Schulman
Sta Rep - Blair TV
Network - A,C,D,N

ST. LOUIS, MO. (2) KSD-TV*

Gen Mgr - George Burbach
Comm Mgr - Guy Velasil
Prog Dir - Harold Grene
Film Mgr - Keith Gunther
Sta Rep - Free & Peters
Network - A,C,D,N

SYRACUSE, N.Y. (8) WSYR*

Gen Mgr - Paul Adanti
Comm Mgr - William Fell
Prog Dir - Gordon Alderman
Film Mgr - Harry Huntington
Sta Rep - Katz
Network - A,C,D

(3) WSYR-TV*

Gen Mgr - F.R. Vanderbloomer
Comm Mgr - William Alford
Programming- W. Rothman
Sta Rep - Headley-Reed
Network - N

TOLEDO, OHIO (13) WSPD-TV*

Gen Mgr - R.Y. Ingalsen
Prog Dir - Glenn Jackson
Film Mgr - Elaine Phillips
Sta Rep - Katz
Network - A,C,D,N

TULSA, OKLA. (6) KOTV

Gen Mgr - Amelia Alvarez
Comm Mgr - Jerry Hill
Prog Mgr - Don Thompson
Film Mgr - Craig Ramsey
Sta Rep - Edward Petry
Network - A,C,D,N

UTICA, N.Y. (13) WKTV*

Gen Mgr - Michael Russo
Comm Mgr - J.J. Medavitt
Film Mgr - J. Cassaletta
Sta Rep - Cooke
Network - A,C,D,N

WILKES-BARRE, PA. (7) WBRE-TV*

Gen Mgr - J.Gorman Walsh
Sta Mgr - J.A. Guilick
Programming- J. Adsmond
Sta Rep - Headley
Network - D,N

WASHINGTON, D.C. (7) WMAL-TV*

Gen Mgr - K.H. Berkeley
Comm Mgr - Ben Naylor, Jr.
Prog Dir - Howard Bell
Film Mgr - Chas. Bloomquist
Sta Rep - Katz
Network - A

WASHINGTON,D.C. (4) WNBW*
Gen Mgr - Wm. McAndrew
Comm Mgr - Chas.de Lozier
Prog Dir - Eugene Justin
Film Mgr - George Dorsay
Sta Rep - NBC Spot Sls
Network - NBC (O)

WASHINGTON,D.C.(9) WTOP-TV*
Gen Mgr - John S. Hayes
Comm Mgr - Geo. Hartford
Prog&Film- Lloyd Dennis
Sta Rep - CBS Sales
Network - CBS (O)

WASHINGTON,D.C. (5) WTTG*
Gen Mgr - Walter Compton
Sls Mgr - Perry Walders
Prog Dir - Roger Coelos
Film Mgr - Jules Huber
Sta Rep - Harrington,R&P
Network - DuMont (O)

* Interconnected (O) Owned & Operated (#) Channel

MATAMORAS,MEX. (7)XELD-TV
Gen Mgr - Monte Kleban
Sls Mgr - Jack Rathbun
Sta Rep - Blair TV
Network - A,C,D,N

STATION REPS

(Stations & NY TV Mgrs)

ABC SPOT SALES
7 West 66 TR 3-7000
Don Carney
Chicago WENR-TV
Detroit WXYZ-TV
Los Angeles KECA-TV
New York WJZ-TV
San Francisco KGO-TV

AVERY-KNODEL, INC.
608 Fifth JU 6-5536
Lewis H. Avery
Jacksonville WMBR-TV
Kalamazoo WKZO-TV
Rock Island WHBF-TV

BLAIR TV, INC.
100 Park MU 6-6263
William H. Weldon
Columbus WNBS-TV
Los Angeles KTTV
Matamoras(Mex) XELD-TV
New Orleans WDSU-TV
Omaha WOR-TV
Richmond WTVR-TV
Salt Lake City KDYL-TV
Seattle KING-TV
San Antonio KEYL

BOLLING CO.
480 Lexington PL 9-8150
George W. Bolling
Binghamton WNBF-TV

BRANHAM CO.
230 Park MU 6-1860
J.F. Timlin
Albuquerque KOB-TV
Cincinnati WCPO-TV
Cleveland WEWS
Dallas KRLD-TV
Memphis WMCT
San Diego KFMB-TV

CBS SPOT SALES
485 Madison PL 5-2000
George R. Dunham
Birmingham WAFM-TV
Charlotte WBTV
Los Angeles KTSL
New York WCBS-TV
Philadelphia WCAU-TV
Salt Lake City KSL-TV
Washington WTOP-TV

DONALD COOKE, INC.
551 Fifth MU 2-7270
Donald Cooke
Utica WKTV

CROSLEY SALES
630 Fifth CI 6-1616
David Partridge
Cincinnati WLW-T
Columbus WLW-C
Dayton WLW-D

DUMONT SPOT SALES
515 Madison MU 8-2600
Arthur C. Elliot
New York WABD
Pittsburgh WDTV

FREE & PETERS, INC.
444 Madison PL 9-6022
Jack Brooke
Davenport WOC-TV
Ft. Worth WBAP-TV
Louisville WAVE-TV
Minn.-St.Paul WTCN-TV
Miami WTVJ
New York WPIX
St. Louis KSD-TV
San Francisco KRON-TV

HARRINGTON, RIGHTER & PARSONS
347 Madison LE 2-1741
J.E. Harrington, Jr.
Atlanta WLTV
Baltimore WAAM
Buffalo WBEN-TV
Greensboro WFMY-TV
Kansas City WDAF-TV
Milwaukee WTMJ-TV
Washington WTTG

HEADLEY-REED CO.
420 Lexington MU 3-5467
William B. Faber
Columbus WTVN
Erie WICU
Syracuse WSYR-TV

GEO.P. HOLLINGBERY CO.
500 Fifth BR 9-3960
F.E. Spencer
Chicago WGN-TV
Dayton WHIO-TV
Detroit WWJ-TV
Rochester WHAM-TV

H-R REPRESENTATIVES, INC.
405 Lexington MU 9-2606
Frank M. Headley
Boston WNAC-TV
Lansing WJIM-TV

KATZ AGENCY - see next page

ROBERT MEEKER
521 Fifth MU 2-2170
Louis J.F. Moore
Bloomington WTTV
Lancaster WGAL-TV
Wilmington WDEL-TV

II. STATIONS ON THE NETWORKS (Continued)

WASHINGTON, D.C. (a) NBC*

Gen Mgr - Wm. McAndrew
Comm Mgr - Chas. de Lorier
Prog Dir - Roger Dutton
Talk Mgr - George Norway
Sta Rep - NBC Spot Sls
Network - NBC (b)

WASHINGTON, D.C. (b) WRC*

Gen Mgr - John S. Boyle
Comm Mgr - Geo. Bartcord
Prog Dir - Frederick Ilgen Smith
Sta Rep - NBC Spot Sls
Network - NBC (c)

WASHINGTON, D.C. (c) WTOP*

Gen Mgr - Robert Corcoran
Sls Mgr - Perry Neidens
Prog Dir - Henry Souder
Talk Mgr - Julia Huber
Sta Rep - Harrington, Rip
Network - Indep (d)

* Interconnected (a) Owned & Operated (b) Affiliated

MIAMI, FLA. (a) WTVJ-TV

Gen Mgr - Robert Adams
Sls Mgr - Jack Tomlinson
Sta Rep - Blair TV
Network - ABC, DuM

STATION INDEX

(Stations in NY TV Area)

ABC SPOT SALES

7 West 66	JU 2-7300
Don Denney	
Chicago	WEAN-TV
Detroit	WXYZ-TV
Los Angeles	KECA-TV
New York	WJZ-TV
San Francisco	KGO-TV

ALLEN B. DU MONT LABS, INC.

515 Madison	PL 5-7880
Lewis B. Avery	
Jacksonville	WJXT-TV
Kalamazoo	WKZO-TV
Rock Island	WHBF-TV

BENSON-ROSS, INC.

1501 Broadway	JU 6-0200
William H. Weston	
Columbus	WBNS-TV
Los Angeles	KTLA
Sacramento(Mar)	KCRA-TV
New Orleans	WDSU-TV
Omaha	WOW-TV
Piedmont	WSJS-TV
Salt Lake City	KSL-TV
Seattle	KING-TV
San Antonio	KTSA

BOLTING CO.

60 Lexington	PL 9-5930
George W. Bolling	
Birmingham	WBRC-TV

BRANHAM CO.

230 Park	MU 6-1890
J.C. Tinkin	
Albuquerque	KOAT-TV
Cincinnati	WCPO-TV
Cleveland	WEWS
Dallas	WFAA-TV
Memphis	WMCT
San Diego	KFMB-TV

CALKINS & HOLDEN

1 West 60	JU 2-7300
Don Denney	
Chicago	WBKB-TV
Detroit	WJBK-TV
Los Angeles	KTLA
New York	WCBS-TV
San Francisco	KPIX-TV

CAMPBELL-EWALD, INC.

405 Park	MU 8-4700
Lewis B. Avery	
Jacksonville	WMBR-TV
Kalamazoo	WKZO-TV
Rock Island	WHBF-TV

CANNON-TV, INC.

500 Park	PL 5-0200
William H. Weston	
Columbus	WTVN-TV
Los Angeles	KTLA
Sacramento(Mar)	KCRA-TV
New Orleans	WDSU-TV
Omaha	WOW-TV
Piedmont	WSJS-TV
Salt Lake City	KSL-TV
Seattle	KING-TV
San Antonio	KTSA

COLLING CO.

60 Lexington	PL 9-5930
George W. Bolling	
Birmingham	WBRC-TV

CONRAD CO.

230 Park	MU 6-1890
J.C. Tinkin	
Albuquerque	KOAT-TV
Cincinnati	WCPO-TV
Cleveland	WEWS
Dallas	WFAA-TV
Memphis	WMCT
San Diego	KFMB-TV

CRAMER SPOT SALES

270 Madison	MU 6-4200
Arthur C. Pilliot	
New York	WABD
Pittsburgh	WDTV

DAVID J. FRIEDMAN, INC.

1180 Delaware	TL 4-4000
Jack Brooks	
Detroit	WJBK-TV
Ft. Worth	KGUN-TV
Louisville	WAVE-TV
Minn.-St.Paul	KTCA-TV
Miami	WTVJ
New York	WCBS-TV
Sta-Louis	KSD-TV
San Francisco	KPIX-TV

DONAHUE & COE, INC.

1 West 47	CO 5-0700
Don Dorsey	
Chicago	WBKB-TV
Detroit	WJBK-TV
Los Angeles	KTLA
New York	WCBS-TV
Philadelphia	WCAU-TV
Salt Lake City	KSL-TV
Washington	WTOP-TV

DOYLE DOLLE, INC.

521 Fifth	MU 2-7070
Donald Doole	
Dallas	WFAA-TV

DOYLE LAWRENCE

521 Fifth	OX 5-1414
Charles Burlingame	
Cincinnati	WCPO-TV
Columbus	WBNS-TV
Boston	WNAC-TV

EDWARD PETRY & CO., INC.

488 Madison	MU 8-2000
Arthur C. Pillot	
New York	WABD
Pittsburgh	WDTV

FRANK E. FIELD, INC.

488 Madison	PL 5-2000
Jack Brooks	
Detroit	WJBK-TV
Ft. Worth	KGUN-TV
Louisville	WAVE-TV
Minn.-St.Paul	KTCA-TV
Miami	WTVJ
New York	WCBS-TV
Sta-Louis	KSD-TV
San Francisco	KPIX-TV

FRANK GALLOTTI

1 West 47	CO 5-0700
Don Dorsey	
Chicago	WBKB-TV
Detroit	WJBK-TV
Los Angeles	KTLA
New York	WCBS-TV
Philadelphia	WCAU-TV
Salt Lake City	KSL-TV
Washington	WTOP-TV

DOUGLAS GALLOWAY, INC.

521 Fifth	MU 2-7070
Donald Doole	
Dallas	WFAA-TV

GEORGE P. HUMMERT

521 Fifth	OX 5-1414
Charles Burlingame	
Cincinnati	WCPO-TV
Columbus	WBNS-TV
Boston	WNAC-TV

HUTCHINS ADVERTISING CO., INC.

521 Fifth	MU 2-7070
Donald Doole	
Dallas	WFAA-TV

JAMES LEE

521 Fifth	RA 2-7920
J.E. Gleason	
Chicago	WBKB-TV
Dayton	WLW-TV
Detroit	WWJ-TV
Rochester	WHAM-TV

JOHN E. MCCLURE-TV, INC.

521 Fifth	MU 2-7070
Donald D. Bagley	
Boston	WNAC-TV
Dallas	WFAA-TV

KATZ SPOT SALES - see next page

KOBBE, KENDALL & KLEIN

521 Fifth	MU 2-8170
Louis J.F. Moore	
Bloomington	WTTV
Cincinnati	WCPO-TV
Wilmington	WDEL-TV

MEAD

521 Fifth	MU 2-8170
Charles Burlingame	
Cincinnati	WCPO-TV
Columbus	WBNS-TV
Dallas	WFAA-TV
Detroit	WJBK-TV
Los Angeles	KTLA
New York	WCBS-TV
Philadelphia	WCAU-TV
Salt Lake City	KSL-TV
Washington	WTOP-TV

MEDIA

521 Fifth	MU 2-8170
Charles Burlingame	
Cincinnati	WCPO-TV
Columbus	WBNS-TV
Dallas	WFAA-TV
Detroit	WJBK-TV
Los Angeles	KTLA
New York	WCBS-TV
Philadelphia	WCAU-TV
Salt Lake City	KSL-TV
Washington	WTOP-TV

MEDIA SERVICE, JOHN E. PEARSON

521 Madison	PL 5-1471
J.E. Berkman, Jr.	
Atlanta	WLTV
Baltimore	WMAR
Buffalo	WGR-TV
Greensboro	WFMY-TV
Kansas City	WDAF-TV
Nashville	WSM-TV
Washington	WTTG

MEDONEY-KEMP CO.

521 Fifth	MU 3-5867
William B. Tabler	
Columbus	WTVN
Erie	WICU
Syracuse	WSYR-TV

MOLOY-MOLLENBERY CO.

520 Fifth	RA 9-7920
J.E. Gleason	
Chicago	WGN-TV
Dayton	WLW-TV
Detroit	WWJ-TV
Rochester	WHAM-TV

NATIONAL TELEVISION, INC.

521 Fifth	MU 9-1806
Frank M. Bagley	
Boston	WNAC-TV
Dallas	WFAA-TV

NATL SPOT - see next page

NEEDHAM REGIER

521 Fifth	MU 2-8170
Louis J.F. Moore	
Bloomington	WTTV
Cincinnati	WCPO-TV
Wilmington	WDEL-TV

KATZ AGENCY
488 Madison PL 9-4460
Ed Codel

Atlanta	WABA-TV
Baltimore	WMAR-TV
Cincinnati	WKRC-TV
Cleveland	WXEL
Detroit	WJBK-TV
Huntington	WSAZ-TV
Indianapolis	WFBM-TV
Johnstown	WJAC-TV
Los Angeles	KLAC-TV
New Haven	WNHC-TV
Oklahoma City	WKY-TV
Omaha	KMTV
Philadelphia	WFIL-TV
San Francisco	KPIX
Syracuse	WHEN
Toledo	WSPD-TV
Washington	WMAL-TV

PARAMOUNT TV PRODS
1501 Broadway BR 9-8700
Paul Raibourn

Los Angeles	KTLA

*** NOTE: Change Pg 16

NBC SPOT SALES
30 Rock Pl CI 7-8300
Richard H. Close

Boston	WBZ-TV
Chicago	WNBQ
Cleveland	WNBK
Los Angeles	KNBH
New York	WNBT
Philadelphia	WPTZ
Schenectady	WRGD
Washington	WNBW

EDWARD PETRY & CO
488 Madison MU 8-0200
R. Hutton

Atlanta	WSB-TV
Baltimore	WBAL-TV
Dallas	WFAA-TV
Houston	KPRC-TV
Los Angeles	KHJ-TV
Louisville	WHAS-TV
Minn.-St.Paul	KSTP-TV
Nashville	WSM-TV
Norfolk	WTAR-TV
Phoenix	KPHO-TV
San Antonio	WOAI-TV
Tulsa	KOTV

JOHN E. PEARSON CO.
250 Park PL 8-2255
J. Pearson

Grand Rapids ***	WOOD-TV

PAUL H. RAYMER CO.
444 Madison PL 9-5570
John Porterfield

Birmingham	WBRC-TV
Los Angeles	KTLA

WEED & CO.
350 Madison MU 7-7772
David O'Shea

Ames	WOI-TV
Chicago	WBKB
Newark	WATV
Providence	WJAR-TV

WGN SALES
220 East 42 MU 2-3033
B.H. Berentson

Chicago	WGN-TV

WOR SALES
1440 Bway R.Maddux LO 4-8000

New York	WOR-TV

NETWORK & STATION PERSONNEL(Cont'd from Page 11)

WOR-TV(Ch 9)

Theodore Streibert	- President
Curt Heuser	- Controller
'. C. Maddix	- VP Sales
. R. Poppele	- VP Engineering
Julius Seebach Jr	- VP Chg of Progs
Robert Mayo	- Sales Dir TV
Joseph Creamer	- Adv & Prom
Robert Hoffman	- Research Dir
Robert Blake	- Publicity Dir

PROGRAMMING

Harvey Marlowe	- Mgr Programs
Eugene S. Thomas	- Mgr TV Oper
Dave Driscoll	- Dir News & Sp Feat
Les Tomalin	- Exec Prod
R. J. O'Connor	- Dir of Sports
Roy Meredith	- Sports Prod'n Mgr
John Horstmann	- Sports Direction
Milford Fenster	- Film Procmnt Mgr
Dave Evans	- Oper Superv
Irving Pasternack	- Art Dir
Sylvan Levin	- Music Dir
Eric Herud	- TV Studio Mgr
Roger Bower	- Staff Dir
Ralph Giffen	- Staff Dir

WATV(Ch 13)

Newark - MItchell 2-6400; NYC - BA 7-8216

Irving R. Rosenhaus	- President & Mgr
Edmund S. Lennon	- Sales VP
George Green	- Prog & Prom Dir
Robert Paskow	- Film
Roland Trenchard	- Pub Rel Dir & News Ed
Charles Scully	- Dir Sp Events
Robt B Macdougall	- Educat'l Dir
Jay Stanley	- Music Dir
Frank Bremer	- VP Engineering

DIRECTORS

Phil Beigel	Don Hurran
Ed Cooperstein	Don Luftig
Herb Green	Irv Ross

** Other NYC Stations & Networks - Addresses & Personnel - are listed on Page 8-11.

All Studio addresses - Pg 8

PART ACTIVITY

KGO Seattle	IL 9-4460
Ch Detail	
Atlanta	WSB-TV
Baltimore	WMAL-TV
Birmingham	WBRC-TV
Cleveland	WNBK
Cincinnati	WLW-TV
Detroit	WWJ-TV
Houston	KPRC-TV
Indianapolis	WFBM-TV
Kansas City	KMBC-TV
Los Angeles	KTLA-TV
Louisville	WHAS-TV
Memphis	WMC-TV
Miami	WTVJ
Milwaukee	WTMJ-TV
New Orleans	WDSU-TV
Omaha	WOW-TV
Pittsburgh	WDTV
Portland	KGW-TV
Richmond	WTVR
San Antonio	KTSA-TV
San Diego	KFMB-TV
San Francisco	KPIX
Seattle	KING-TV
St. Louis	KSD-TV
Tampa	WFLA-TV
Washington	WTOP-TV

TUNE-IN/TV STATS

Jack Atkinson	CO 5-4700
Thos. Galbraith	
Los Angeles	CYL

- see WNBC Change Pg. 16

NBC EAST BLOCK

30 Rock Pl	CI 7-8500
Richard E. Close	
Boston	WNAC-TV
Chicago	WNBQ
Cleveland	WNBK
Los Angeles	KNBH
New York	WNBC
Philadelphia	WFIL-TV
Schenectady	WRGB
Washington	WMAL

NATIONAL PUBLICITY CO

ABC Building	JA 3-6000
E. Ertelt	
Atlanta	WSB-TV
Baltimore	WMAL-TV
Dallas	WFAA-TV
Houston	KPRC-TV
Los Angeles	KTLA-TV
Louisville	WHAS-TV
Miami-Ft. Paul	WTVJ-TV
Milwaukee	WTMJ-TV
Minneapolis	WCCO-TV
Omaha	WOW-TV
San Antonio	WOAI-TV
Tulsa	KOTV

JOHN E. MADDEN CO.

250 Park	PL 8-6255
L. Ramson	
Grand Rapids ### WOOD-TV	

HUGH E. MADDEN CO.

34 Madison	DE 2-2270
John Forsythe	
Birmingham	WBRC-TV
Los Angeles	KTLA

MARC'S INC.

250 Madison	MU 7-7770
Lynn Crane	
Akron	WJW-TV
Chicago	WNBQ
Dayton	WLW-TV
Fort Wayne	WANE-TV

WTTG-TV/DC

2025 Eye St. N.W.	NO 4-6000
Jack Lant	
J.E. Robinson	
Chicago	WGN

peter ELGAR

American Standard • British Broadcasting Co. • Church World Service • Italian Government • Lever Brothers • Manchester Oil Refinery • Mizrachi Women's Organization • Colgate-Palmolive Peet Co. • Protestant Radio Commission • United Coffee Growers of Brazil • U. S. Department of State

PRODUCERS OF MOTION PICTURES

for

TELEVISION

EDUCATION

INDUSTRY

peter ELGAR productions

270 PARK AVENUE • NY 17, NY • PLaza 8-1582

DIRECTORS . . . AGENCIES . . . TV STATIONS

what are

YOU

doing about **TV WASTE?**

Do you take extra camera rehearsal hours because of Scenery Changes, Rearrangement of Commercials, Costume Adjustments, Poor TV Grays through improper use of colors?

plan first . . . call **ELWELL**

6½ continuous years in TV — *4 years Art Director NBC-TV*

27 EAST 93rd STREET • NEW YORK 28, N. Y. • LEhigh 4-1275

'WEATHERWISE' PRODUCERS

ALWAYS MEET THEIR

Film Deadlines !

Plan your exterior shooting schedules by knowing the weather in advance

•

Write or phone today

. . . Join the many agencies and producers using

WEATHER FOTOCAST SERVICE

Specialized Services for

TELEVISION • MOTION PICTURES • ADVERTISING • COMMERCIALS

MU 9-4380 — 17 BATTERY PLACE, NEW YORK CITY — WH 4-0486

NEW YORK ADVERTISING AGENCIES WITH PROGRAMS ON TELEVSIVION

Abbott Kimball	250 Park	PL	3-9600	Hutchins	16 West 46	PL	7-8526
Anderson & Cairns	488 Madison	MU	8-5800	Duane Jones	570 Lex	PL	3-4848
N W Ayer	30 Rock Pl	CI	6-0200	Kastor, F,C & C	274 Madison	OR	9-4440
Badger,Br & Hersey	30 Rock Pl	CI	7-3720	Kenyon & Eckhardt	247 Park	MU	8-5700
Ted Bates	630 Fifth	JU	6-0600	Klores & Carter	141 East 44	MU	7-4050
BBD&O	383 Madison	EL	5-5800	Kudner	575 Madison	MU	8-6700
Benton & Bowles	444 Madison	MU	8-1100	Lambert & Feasley	60 East 42	MU	7-8890
Bermingham, C & P	136 East 38	LE	2-7550	C J LaRoche	247 Park	PL	5-7711
Biow	640 Fifth	PL	9-1717	Al Paul Lefton	521 Fifth	VA	6-4340
Blaine-Thompson	234 West 44	LO	4-0800	Lennen & Mitchell	17 East 45	MU	2-9170
Bobley	9 West 57	PL	9-7272	Lester Loeb	11 West 42	PE	6-8645
Brisacher,Wheeler	350 Fifth	BR	9-5600	MacManus, J & A	444 Madison	PL	9-3221
Brooke,Sm,Fr &Dorr	52 Vandblt	MU	6-1800	McCann-Erickson	50 Rock Pl	JU	6-3400
Franklin Bruck	1270 Sixth	CI	7-7660	Marschalk & Pratt	535 Fifth	VA	6-2022
Buchanan	1501 Bway	BR	9-7900	J M Mathes	122 East 42	LE	2-7450
Leo Burnett	743 Fifth	PL	9-7552	Maxon	12 East 53	PL	9-7676
Calkins & Holden	247 Park	PL	5-6900	Hubert L Mihic	250 West 57	CI	7-1153
Campbell-Ewald	1 East 57	MU	8-3190	C L Miller	521 Fifth	MU	2-1010
Cayton	350 Fifth	LE	2-1711	Emil Mogul	250 West 57	CO	5-2482
Cecil & Presbrey	247 Park	MU	8-1234	Moore & Hamm	7 East 35	OR	9-4100
Arnold Cohan	101 West 55	PL	7-7730	Moss Associates	415 Lex	MU	7-7377
Harry B Cohen	29 West 57	MU	8-3030	Robert W Orr	4 West 58	PL	9-8050
Compton	630 Fifth	CI	6-2880	Paris & Peart	370 Lex	MU	9-2424
Cunningham & Walsh	40 East 34	MU	3-4900	Peck	400 Madison	PL	3-0900
Dancer-Fitz-Sample	347 Madison	OR	9-0600	Pedlar & Ryan	250 Park	PL	5-1500
D'Arcy	515 Madison	PL	8-2600	Fuller,Smith,Ross	71 Vandblt	MU	6-5600
Murray Director	527 Fifth	MU	7-3669	Product Adv Corp	215 Fourth	OR	7-2552
Doherty,Cliff&Shen	350 Fifth	BR	9-0445	F D Richards	10 Rock Pl	JU	6-5400
Donahue & Coe	1270 Sixth	CO	5-4252	Arthur Rosenberg	570 Seventh	CH	4-4420
Doremus	120 Bway	WO	4-0700	Ruthrauff & Ryan	405 Lex	MU	6-6400
Dundes & Frank	64 West 48	PL	7-0750	Ben Sackheim	2 West 59	PL	9-5141
Roy S Durstine	730 Fifth	CI	6-1400	St George & Keyes	250 Park	PL	5-1180
Ellington	535 Fifth	MU	7-4300	Scheidler, B & W	487 Park	MU	8-8866
Erwin, Wasey	420 Lex	LE	2-8700	Sherman & Marq	10 Rock Pl	PL	7-6400
William Esty	100 East 42	MU	5-1900	Raymond Spector	445 Park	MU	8-4407
Federal	385 Madison	MU	8-4200	Sternfield-Godley	280 Bway	BA	7-3030
Foote,Cone&Belding	247 Park	MU	8-5000	Stockton,West,etc	501 Madison	MU	8-6077
Gardner	9 Rock Pl	CO	5-2000	Sullivan,St,C & B	437 Fifth	OR	9-2500
Getschal & Richard	49 East 51	PL	9-1332	J D Tarcher	630 Fifth	CI	6-2626
Geyer,Newell&Ganger	745 Fifth	PL	5-5400	J Walter Thompson	420 Lex	MU	3-2000
Gibraltar	17 East 45	MU	7-7896	Turner & Dyson	10 East 40	MU	6-4242
Grant	655 Madison	TE	8-9393	William Warren	45 West 45	JU	6-0350
N C Greenfield	570 Seventh	LO	4-4464	Warwick & Legler	230 Park	MU	4-5800
Grey	166 West 32	CH	4-3900	Weintraub	488 Madison	MU	8-3901
Gumbinner	655 Madison	TE	8-1717	Weiss & Geller	400 Madison	PL	3-4070
Hirshon-Garfield	745 Fifth	MU	8-8900	Wesley Associates	347 Madison	MU	6-7077
Hewitt,Ogil,Ben,Mat	575 Madison	MU	8-6100	Ward Wheelock	444 Madison	PL	3-7120
Hicks & Greist	420 Lex	MU	3-9135	William Wilbur	135 East 54	MU	8-1186
Huber Hoge	699 Madison	TE	8-0200	E B Wilson	40 Wall	DI	4-6780
Charles Hoyt	551 fifth	MU	2-2000	Young & Rubicam	285 Madison	MU	9-5000

** NOTE - For Personnel, Clients & Programs, see pages immediately following.

ORDER EXTRA COPIES OF THIS ISSUE @ $5 EACH

NEW YORK - DIRECTORY AND ADDRESS VITAL RECORDS OF TELEVISION

[illegible]

[illegible]

[illegible]

ADVERTISING AGENCIES -- PERSONNEL -- TV CLIENTS -- NETWORK PROGRAMS

Network & National Spot Programs Only

See Program Index (Pgs 2-6) for Times & Stations

AGENCY & PERSONNEL	CLIENT	PROGRAM
ANDERSON & CAIRNS 488 Madison Ave. MU 8-5800		
Victor Seydel - Dir of TV	Masland Rugs	At Home Show
Michael James - Charge of TV, AM		
John Simpson - Asst		
N.W. AYER 30 Rockefeller Plaza CI 6-0200		
James Hanna - VP, AM & TV	Atlantic Refining	Nat'l Football
Thomas McDermott - Time, AM, TV Mgr	Gordon Baking	Cisco Kid
Edgar Sisson - AM, TV Promotion	Gordon Baking	Hopalong Cassidy
David Gudebrod - Motion Pictures	Saaltest	Big Top
Mark Hawley - Superv TV Prodn	Lever Bros(Surf)	Hawkins Falls
	Cannon Mills	Kate Smith(Aft)
TED BATES 630 Fifth Ave. JU 6-0600		
Thomas Harrington - Dir AM & TV	Colgate Prods	Colgate Comedy Hour
Jay Clark - Producer	Colgate TP	Howdy Doody
Allen Dingwell - Producer	Colg TP, Palmolive	Strike It Rich
Vincent Rowe - New Programs	Minute Maid	Kate Smith(Aft)
Austin Peterson - Dir TV, W Coast	Minute Maid OJ	Gayelord Hauser
	Carter Pills, Nair	City Hospital
B.B.D.&O. 383 Madison Ave. EL 5-5800		
C.H. Brower - Exec VP Creative Srvs	Lucky Strike	Lucky Strike Thtr
Arthur Pryor - VP, AM & TV	Lucky Strike	This Is Show Biz
Robert Foreman - VP, Head of Talent	Lucky Strike	Hit Parade
Wickcliffe Crider - VP, Talent & Pkgs	Lucky Strike	Jack Benny
James Bealle - New Programs	Armstrong Cork	Circle Theater
Hugh Rogers - Exec Prod, TV	De Soto Dealers	You Bet Your Life
Donald Rowe - TV Prod Mgr	B.F. Goodrich	Celebrity Time
Bernie Haber - TV Film Prod	Libby, McN & Libby	Your Show of Shows
Mort Kramer - Film Superv	Scotch Tape	Your Show of Shows
Karl Fischer - Film Superv	Scotch Tape	Juvenile Jury
Frank Silvernail - Chief Time Buyer	Curtis Publishing	Keep Posted
Theodora Anderson - Reaearch	General Electric	Fred Waring
William P. Maloney - TV Publicity	DuPont	Langford-Ameche
Bill Nichols - Script Editor	My-T-Fine	Ruth Lyons
Ed Roberts - Script Editor		
Supervisor-Producers: Larry Algeo, Ira Avery, Wm. Clotworthy, Ted Fetter, Carroll Jones, Dan Lounsbery, Hilliard Marks, Jerry Morrison, Ellis Sard, Walter Tibbals, John Tyler, Al Ward, Dorothy Winter		

VICTOR A. BENNETT - see following page

DUNDES & FRANK 64 West 48 PL 7-0750		
Thomas Wright - VP, Dir of TV		Local Shows Only

** Only Network & Nat'l Spot Clients & Programs Listed

ADVERTISING AGENCIES -- [illegible] -- TV CLIENTS -- NETWORK PROGRAMS

Network & National Spot Programs Only

See Program Index (Pg 6-30) for Times & Stations

AGENCY & PERSONNEL	CLIENT	PROGRAM
ALTMAN & GALINS 480 Madison Ave. MU 8-3800		
Victor Seydel - Dir of TV	Mealand Fuge	At Home Show
Michael James - Charge of TV, AM		
John Sturgess - Asst		
N.W. AYER 30 Rockefeller Plaza, CI 6-0800		
James Fanna - VP, AM & TV	Atlantic Refining	Pat'l Football
Thomas McDermott - Time, AM, TV Mgr	Gordon Baking	Close Up
Edgar Simon - AM, TV Promotion	Gordon Baking	Hopalong Cassidy
David Cudahood - Station Relations	Sealtest	Big Top
Mark Bayley - Supvr TV Prom	Lever Bros(Surf)	Hawkins Falls
	Gerber Mills	Kate Smith(Act)
BBDO BATES 1270 Sixth Ave. JU 6-6000		
Thomas Harrington - Dir AM & TV	Colgate Prods	Colgate Comedy Hour
Jay Clark - Producer	Colgate TP	Howdy Doody
Allen Dingwall - Producer	Colgate TP, Palmolive	Strike It Rich
Vincent Dove - Mgr Programs	Minute Maid	Kate Smith(Act)
Austin Peterson - Dir TV, W Coast	Minute Maid-Oil	Cavalcade Heroes
	Center Prods	Mary City Hospital
B.B.D.O. 383 Madison Ave. PL 3-9100		
C.E. Brower - Exec VP Creative Serv	Lucky Strike	Lucky Strike Thtr
Arthur Pryor - VP, AM & TV	Lucky Strike	This Is Show Bis
Robert Foreman - VP, Mgr of TV Talent	Lucky Strike	Hit Parade
Wickliffe Ulder - VP, Talent Relations	Lucky Strike	Jack Benny
James Beslie - Mgr Programs	Armstrong Cork	Circle Theatre
Hugh Fogarty - Exec Prod, TV	De Soto Dealers	Jon Pat When Lady
Donald Zowe - TV Prod Mgr	B.F. Goodrich	Celebrity Time
Bernie Haber - TV Film Prod	Libby, McN & Libby	Your Show of Shows
Mort Kumser - Film Supvr	Scotch Tape	Your Show of Shows
Karl Fischer - Film Supvr	Scotch Tape	Juvenile Jury
Frank Silvernail - Global Time Sales	Curtis Publishing	Keep Posted
Theodore Anderson - Research	General Electric	Fred Waring
William F. Maloney - TV Publicity	Dupont	Hingford Hour
Bill Mudgett - Service Mgr	My-T-Fine	Ruth Lyons
Ed Moberly - Supvr Merch		
Supervisor-Producer: Harry Allen, Jim Avery, Wm. Chesworth, Ted Fetter, Cornell Jones, Dan Lounsbery, Bill Mead Marks, Jerry Morrison, Millie Sand, Walter Schwabe, John Tyler		
	AF Media, Lodsky Winter	
VICTOR A. MOSKIT - See following page		
LUCAS & FRANK 60 East 42nd St. MU 2-[illegible]		
Thomas Wright - VP, Dir of TV		Local Shows Only

** Only Network & Nat'l Spot Clients & Programs Listed

AGENCY & PERSONNEL	CLIENT	PROGRAM
VICTOR A. BENNETT 411 Fifth Ave. MU 7-2186		
Victor A. Bennett-- President	Longines	Chronoscope
BENTON & BOWLES 444 Madison Ave. MU 8-1100		
Walter Craig - VP, Radio & TV	Maxwell House	Mama
Tom McDermott - Dir Live TV	Post Cereals	Roy Rogers(as of Dec. 30)
Herb Leder - Film Dir		
William Vallee - TV Prodn Dir	Post Cereals	Hopalong Cassidy
Hoyt Allen - Prod. Superv Commls	Arnold Bakers	Date in Manhattan
Olga Druce - Producer	Arnold Bakers	Six Gun Playhouse
Murray Bolen - Prod-Dir	Arnold Bakers	Magic Cottage
Oliver Barber - Dir	P & G(Tide)	First 100 Years
Charles Fisher - Dir	Post Cereals	Captain Video
Everett Gammon - Dir	Procter & Gamble	Kukla, Fran & Ollie
Carl Eastman - Dir	Carling's Ale	Nat'l Football
Larry White - Dir	Norwich Pharmacal	Week in Review
Ralph Butler - Dir	Best Foods	Garry Moore Show
Ken McAllister - Superv-Prod	P&G(Tide & Drene)	Red Skelton
Doug Birch - Superv-Prod	Pepto-Bismol	Sunday News Special
Paul Roberts - Dir of AM		
Sheldon Platt - Production Superv		
John Clark - Production Superv		
Robert McCadden - Production Superv		
Sylvester Gowen - Production Superv		
Aaram Bohjalian - Production Superv		
Irwin Segelstein - Prod Supervsn Film		
BERMINGHAM, CASTLEMAN & PIERCE 136 E 38 LE 2-7550		
John McNeil - Dir of TV		Local Shows Only
BIOW 640 Fifth Ave. PL 9-1717		
Terry Clyne - VP, AM & TV	Pepsi-Cola	Faye Emerson
Roy Windsor - Dir AM & TV	Amer Home Products	Love of Life
Ben Alcock - Dir Live & Film TV Comm	Philip Morris	I Love Lucy
Bob McNell - AM & TV Bus Mgr	Philip Morris	Racket Squad
James Beach - Prod / Victor Sack - Prod	P & G (Joy,Spic&Span)	Search for Tomorrow
H. Connell - Prod / C. Schenck - Prod	Eversharp	Your Show of Shows
R. Gillett - Prod / J. Taylor - Prod	Hudson Paper	Bride & Groom
BLAINE-THOMPSON 234 West 44 LO 4-0800		
Albert Lesser - Exec VP of TV		Local Shows Only
BOZELL & JACOBS 31 West 47 JU 6-5588		
Donald D. Hoover - Pres of NY Office	Mutual Benefit	On The Line
Henry Obermeyer - VP		
BRISACHER, WHEELER & STAFF 350 Fifth Ave. BR 9-5600		
Arthur Wise - TV Prod		Local Shows Only
Darrell McCain - TV Time Buyer		

AGENCY & PERSONNEL	CLIENTS	PROGRAM
VICTOR ADVERTISING, 111 Fifth Ave. ON 7-2186		
Victor A. Bennett -- President	Lowbrow	Chronoscope
BENTON & BOWLES, 444 Madison Ave. MU 8-1100		
Milton Craig - VP, Radio & TV	Maxwell House	Menu
Tom McDermott - Dir Live TV	Post Cereals	Roy Rogers(an of Des. 30)
Steve Ladey - Film Dir		
William Tullie - TV Prod. Mgr	Post Cereals	Roplong Cassidy
Roy Allen - Prod. Supervisor Cereals	Arnold Bakers	Date in Manhattan
Glen Berg - Producer	Arnold Bakers	Six Gun Playhouse
Morton Dean - Prod-Dir	Arnold Bakers	Magic Cottage
Oliver Dunbar - Dir	P & G(Tide)	First 100 Years
Charles Steven - Dir	Post Cereals	Captain Video
Everett Dennison - Dir	Proctor & Gamble	Kukla, Fran & Ollie
Carl Beaman - Dir	Carling's Ale	Nat'l Football
Larry White - Dir	Norwich Pharmacal	Week in Review
Ralph Phillips - Dir	Post Foods	Garry Moore Show
Ken Mealliffe - Supervisor-Prod	P&G(Tide & Crest)	Red Skelton
Doug Smith - Supervisor-Prod	Lepto-Bismol	Sunday News Special
Paul Roberts - Dir of AM		
Sheldon Platt - Production Supervisor		
Edith Clare - Production Supervisor		
Robert McCallum - Production Supervisor		
Christopher Cowan - Production Supervisor		
Aaron Boxleitner - Production Supervisor		
Irwin Dagenfelds - Prod Supervisor Film		
BRAND(DEAN), Professional Building, 136 E. 3d St. DE 2-7550		
John Brand - Dir of Tv		Local Shows Only
BLOW CO., 1 Rockefeller Plaza, CI 5-1414		
Harry Alderson - Prod. & Dir	Pepsi-Cola	Face Emerson
Roy Winsor - Dir Adv & TV	Kaiser-Frazer Products	Love of Life
Bernard Cook - Dir Live & Film TV Comm	Philip Morris	I Love Lucy
Don Fredericks - Asst. TV Dir Mgr	Philip Morris	Rocket Squad
Seymour Speck - Prod Vidtor Chem - Prod	P & G (Joy, Spic&Span)	Search for Tomorrow
Bill Donnelly - Prod C. Schenck - Prod	Tversharp	Your Show of Shows
R. Gillette - Prod M. Taylor - Prod	Hudson Paper	Bride & Groom
FRANK-PEARCE, 224 West 44, LO 4-0800		
Albert Lerner - Exec VP of TV		Local Shows Only
FOSTER & JACOBS, 32 West 47, JU 6-3535		
Gerald D. Hoover - Pres of NY Office	Mutual Benefit	On The Line
Henry Geerneyer - VP		
BRISACHER, WEXLER & BLAKE, 320 Fifth Ave. BR 9-5600		
Arthur Wise - TV Prod		Local Shows Only
Darrell McGain - TV Time Buyer		

AGENCY	CLIENT	PROGRAM
BROOKE, SMITH, FRENCH & DORRENCE 52 Vanderbilt MU 6-1800		
Hugh Hole - TV & AM Dir	Ironrite	Hwood Screen Test
Thayer Ridgeway - Exec VP, TV	Regent Cigarettes	Leave It to the Girls
Harry Pengel - VP, Media Dir		
Jack Hurdle - Superv-Prod		
FRANKLIN BRUCK 1270 Sixth Ave. CI 7-7660		
M.J. Kleinfield - TV Dir	Johnson Candy	Flying Tigers
David Davidow - TV Prod-Dir		
BUCHANAN 1501 Broadway BR 9-7900		
Nat Strom - TV Dir	Reynolds Metals	Kate Smith(Eve)
LEO BURNETT 743 Fifth Ave. PL 9-7552		
William McIlvain - East B'cast Mgr	Pillsbury	Kate Smith(Aft)
Frank W. Dodge - Dir TV Prodn	Pillsbury	Godfrey & Friends
Glan Hersch - Dir	Brown Shoes	Say It With Acting
	Brown Shoes	Smilin' Ed McConnell
	Kellogg's	Howdy Doody
	Mars Candy	Howdy Doody
	Green Giant	Life With Linkletter
CALKINS & HOLDEN, McCLINTON, CARLOCK & SMITH 247 Park PL 5-6900		
Harold McClinton - Dir AM, TV	Van Camp	Little Show
Lindsay MacHarrie - AM, TV Prodn		
Thomas Young - Media Director		
Byron McKinney - Casting		
CAMPBELL-EWALD 1 East 57 MU 8-3190		
Winslow Case - VP, AM & TV	Chevrolet	Dinah Shore
Robert Crooker, Jr. - TV Time Buyer		
William Ballinger - Program Supervisor		
Don Tompkins - TV Head		
CAYTON 350 Fifth Ave. LE 2-1711		
Allan Black - TV Dir	Vaseline Hair Tonic	Greatest Fights
Leonora Thura - Ass't TV Dir	Vaseline Hair Tonic	Kate Smith(Aft)
CECIL & PRESBREY - see following page		
ARNOLD COHAN 101 West 55 PL 7-7730		
Jess Seldon - TV, AM Dir	Sunset Appliances	Wrestling
	Coca Cola	Rootie Kazootie
HARRY B. COHEN 1 East 57 MU 8-3030		
Edward Aleshire - Exec VP	Ennds	Hwood Opening Nite
Jose Di Donato - Dir, AM & TV		
Mary Dunlavey - RM & TV Time Buyer		

[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]

[illegible]

[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]

[illegible]

[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]

AGENCY & PERSONNEL	CLIENT	PROGRAM
CECIL & FRESBREY 247 Park Ave. MU 8-1234		
T.J. Maloney - VP	Electric Auto-Lite	Suspense
David G. Lyon - VP	Block Drug	Danger
J. Frank Gilday - VP	Block Drug	Crime With Father
Wm. C. Patterson - Asst to Gilday	Bymart(Tintair)	Somerset Maugham
Joseph Lamneck - Dir of TV	Bymart(Tintair)	Cosmppolitan Thtr
John Donnelly - TV Commercials	Bymart(Tintair)	Cavalcade of Stars
Phil Thompson - TV Copy Chief	Sylvania Electric	Beat the Clock
Franklin Brill - Publicity		
John Beresford - Superv-Prod		
Robert Colodzin - Superv-Prod		
William Coney - Superv-Prod		
Jon Fernandez - Superv-Prod		
COMPTON 630 Fifth Ave. CI 6-2800		
Lewis Titterton - VP, AM & TV	Standard Brands	Garry Moore Show
Brewster Morgan - Mgr TV Programs	P&G (Duz,Ivory,Crisc)	Fireside Theater
Lloyd Durant - Mgr TV Commercials	P&G (Duz, Ivory)	Garry Moore Show
	P & G (Ivory Flakes)	Steve Allen Show
	P & G (Drene)	Kukla,Fran & Ollie
CUNNINGHAM & WALSH 40 East 34 MU 3-4900		
William Reydel - VP	Chesterfields	Godfrey & Friends
R.R. Newell - VP	Chesterfields	Perry Como Show
John Sheehan - Dir, TV & AM	Fatima Cigarettes	Stork Club
Randy Dunnell - Assoc Dir TV & AM	Chesterfields	Sound Off Time
Lee Cooley - Producer		
Robert Rogers - Superv-Producer		
John Clark - Superv-Producer		
William Wall - Superv-Producer		
Arthur Kling - Superv-Producer		
Jack Tarleton - Superv-Producer		
DANCER-FITZGERALD-SAMPLE 347 Madison Ave. OR 9-0600		
Adrian Samish - VP, AM & TV	General Mills	Trouble With Father
Storrs Haynes - Asst Dir TV, Exec Prod	General Mills	Betty Crocker
John Morone - TV Commercials	General Mills	Lone Ranger
Maura Dooner - Casting	Dreft, Oxydol	Beulah
	Sterling Drug	Songs for Sale
	Sterling Drug	Mystery Theater
	Dreft, Oxydol	Kate Smith(Aft)
	Cory Corp	Langford-Ameche
	American Chicle	Rocky King
D'ARCY 515 Madison Ave. PL 8-2600		
Paul Louis - Dir, AM & TV	Budweiser	Ken Murray
Marek Windheim - Agency Dir	General Tire	Ted Husing Int'vws
	Coca Cola	Kit Carson
ABBOTT KIMBALL 250 Park Ave PL 3-9600		
Arthur Ehrlich - Dir of TV		
Miriam Traeger - Time Buyer		Local Shows Only

AGENCY & PERSONNEL	CLIENT	PROGRAM
CURTIS & INGRIDSEN, 247 Park Ave. MU 8-1234		
Jack McGarry - VP	Electric Auto-Lite	Suspense
David Lawson - VP	Electrolux	Danger
J. Frank Gilday - VP	Electrolux	Crime With Father
Mrs. L. Patterson - Asst to Gilday	Esquire (Tablets)	Someone's Phantom
Joseph Lawson - Dir of Prod	Tyrant (Tablets)	Counterfeit Star
John Donnelly - TV Commercials	Esquire (Razors)	Cavalcade of Stars
Bill Donovan - TV Prod Dir	Sylvania Electric	Meet the Press
Franklin Reid - Exec Prod		
John Desmond - Supervisor		
Robert Goldstein - Supervisor		
William Auer - Supervisor		
Jim Langhans - Supervisor		
COMPTON, 630 Fifth Ave. CI 6-2800		
Lewis Ritterson - VP, AM & TV	Chevrolet Dealers	Gerry Moore Show
Lawrence Hogan - Dir TV Programs	F&D (Soap-Jergens-Pride)	Pinnacle Theater
Lloyd Durant - Mgr TV Commercials	F&D (Soap-Jergens)	Gerry Moore Show
	P & G (Ivory Jackes)	Steve Allen Show
	P & G (Crest)	Linda Darnell & Guild
CUNNINGHAM & WALSH, 40 East 34, MU 3-4000		
William Farrell - VP	Chesterfields	Godfrey & Friends
R.R. Jewell - VP	Chesterfields	Jerry Coco Show
Joan Sheehan - Dir, TV & AM	Pulitzer Sheerwrap	Stark Club
Henry Dunnell - Assoc Dir TV & AM	Chesterfields	Good Dir Time
Lee Cooley - Producer		
Robert Lowry - Supervisor-Producer		
John Clark - Supervisor-Producer		
William Hall - Supervisor-Director		
Arthur Kline - Supervisor-Producer		
Jack Tarlton - Supervisor-Producer		
DAVID-BIRCHALL-GAMBLE, 347 Madison Ave. CC 7-6000		
Adrian Gamble - VP, AM & TV	General Mills	Trouble With Father
Sterling Barton - Asst Dir TV, Exec Prod	General Mills	Betty Crocker
John Keane - TV Commercials	General Mills	Lone Ranger
Mary Cooper - Casting	Trudy Mills	Fealish
	Gulf Oil Prod	Search for Beta
	Gulf Oil Corp	Mystery Theater
	Pabst (Beer)	Kate Smith (Ads)
	Chemstrand	Lady Esther Auditor
	American Chicle	Rocky King
D'ARCY, 12 Madison Ave. PL 8-2000		
Paul Lewis - Dir, AM & TV	Budweiser	Ken Murray
Lewis Nielsen - Assoc Dir	Coronet Wine	Jud Bailey Irvings
	Coca Cola	Kit Carson
ELLIOTT, NEWMAN, 250 Park Ave. PL 7-5800		
Arthur Kirkland - Dir of TV		
Milton Kessler - Time Buyer		Local Shows Only

AGENCY & PERSONNEL	CLIENT	PROGRAM
DOHERTY, CLIFFORD & SHENFIELD 350 Fifth Ave. BR 9-0445		
Chester MacCracken, VP, AM & TV	Bristol-Myers	Break the Bank
Rodney Albright - TV Prodn	Bristol-Myers	Foodini the Great
Helen Wilbur - AM, TV Time Buyer	Borden's	T-Men in Action
Russell Ambruster - Superv-Prod	Welch's	Howdy Doody
DONAHUE & COE 1270 Sixth Ave., CO 5-4252		
A. Carl Rigrod - Dir AM, TV & Films		Local Shows Only
Evelyn Jones - AM, TV Time Buyer		
DORLAND 247 Park Ave. EL 5-2680		
Harold Kaye - VP, AM & TV		Local Shows Only
Alex Courtney - Dir AM & TV		
William Demerest - Asst TV Dir		
ROY S. DURSTINE 730 Fifth Ave. CI 6-1400		
Hubert Wilke - Dir AM & TV		Local Shows Only
Bergi Boe - Mgr AM, TV Depts		
ELLINGTON 535 Fifth Ave. MU 7-4300		
Hal James - Dir, AM & TV	Celanese Corp	Celanese Theater
Burke Crotty - Exec Producer		
Chet Kulesza - Film Production		
ERWIN, WASEY 420 Lexington Ave. LE 2-8700		
Robert L. Simpson - Dir of TV Prod	Carnation Milk	Burns & Allen
Ray Simms - Time Buyer	Admiral	Lights Out
Robert Redd - Superv-Prod (Hwood)		
Pete Finney - Superv-Prod		
WILLIAM ESTY 100 East 42 MU 5-1900		
Kendall Foster - VP, TV Dir	Camels	ManaAgainst Crime
Samuel Northcross - Asst TV Dir	Camels	Camel News Caravan
Jack House - Net & Sta Relations Dir	M&M Candy	Super Circus
Stanley Lomas - VP, TV Comm Prod	M&M Candy	Rootie Kazootie
Catherine Zanthos - Asst Prodn	M&M Candy	Hands of Destiny
Max Wylie - Script Supervisor	Camels	Movie Hour(Spot)
Melville Burke - Director	Camels	Your Show of Shows
Ed Montagne - Prodn Superv	Colgate(Fab)	Miss Susan
Tony Pan - Commercials	Cavalier Cig	Garry Moore Show
Kenneth Buckridge - Prod-Dir	Vel, Super Suds	Strike It Rich
	Fab	Colgate Comedy Hr
	National Carbon	Jimmy Powers Int'vw
FEDERAL 385 Madison Ave. MU 8-4200		
Francis Barton, Jr. - VP, AM & TV	Doeskin Products	Eloise Salutes Stars
Eleanor Larsen - Asst AM, TV Dir	Gerber Foods	Kate Smith(Aft)
Penelope Simmons - AM, TV Time Buyer		

AGENCY & PERSONNEL	CLIENT	PROGRAM
MONROEY, CLIFTON & CHENEVIEW, 320 Fifth Ave., EN 2-0445		
Chester MacDonald, VP, AM & TV	Bristol-Myers	Break the Bank
Rodney Albright - TV Prod	Bristol-Myers	Rocket the Quest
Helen Allen - AM, TV Time Buyer	Bristol-Myers	T-Men in Action
Russell Bowerman - Supvr-Prod	Welch's	Howdy Doody
DONAHUE & COE, 2120 Sixth Ave., CO 7-4800		
A. Carl Hixson - Dir Mk, TV & Films		Local Shows Only
Irving Cohen - AM, TV Time Buyer		
DORLAND, 247 Park Ave., YU 2-6280		
Reid Kaye - VP, AM & TV		Local Shows Only
Alex Courtney - Dir AM & TV		
William Cameron - Asst TV Dir		
ROY S. DURSTINE, 230 Park Ave., OR 9-1900		
Nancy Wilke - Dir AM & TV		Local Shows Only
Robert Doe - Asst AM, TV Buyer		
ESLEEMAN, 355 Ninth Ave., PE 7-4900		
Earl Jones - Dir, AM & TV	Calanese Corp	Calanese Theater
Burke Crosby - Exec Producer		
Chet Holmes - Film Production		
EWEN, WASSEY, 120 Lexington Ave., LE 2-8700		
Robert M. Bingham - Dir of TV Prod	Cameron Milk	Bruce & Allen
Ray Gilmore - Film Producer	Advertisers	Lights Out
Robert Hall - Supervising (Wood)		
Jerry Finney - Supvr-Prod		
WILLIAM ESTY, 100 East 42, MU 3-9400		
Kendall Foster - VP, TV Dir	Cavalier	Management Crisis
Samuel Hartshorne - Asst TV Dir	Cavalier	Camel News Caravan
Jack Rose - Mgr Sta Relations Dir	Ken Candy	Bright Horizons
Beverly Adams - TV, TV Commr Prod	Ken Candy	Bobbie Benson
Catherine Tomlinson - Asst Prodn	Ken Candy	Birds of Destiny
Jack Wells - Script Supervisor	Cavalier	Movie Hour(Spot)
Martin Burke - Director	Cavalier	Your Show of Shows
Al Montague - Prodn Supvr	Colgate(Tel)	Miss Susan
Tony Fan - Commercials	Cavalier Cig	Carry Moore Show
Kenneth Pudlidge - Prod-Dir	Val, Super Bak	Bowling 10, Rich
	Tab	Colgate Comedy Hr
	National Carbon	Army Powers Int'v
FEDERAL, 250 Madison Ave., LE 8-4200		
Francis Burton, Dir - VP, AM & TV	Dreskin Products	Blades Shave Glam
Eleanor Larsen - Asst AM, TV Dir	Rubber Foods	Kate Smith(Art)
Penelope Simmons - AM, TV Time Buyer		

AGENCY & PERSONNEL	CLIENT	PROGRAM
FOOTE, CONE & BELDING 247 Park Ave. MU 8-5000		
Roger Pryor - VP, AM & TV	Hallmark	Sarah Churchill
George Wolf - Mgr AM, TV Programs	Toni	Godfrey & Friends
Lillian Selb - AM, TV Time Buyer	Toni	Crime Photographer
Russ Anderson - Prodn Superv	Toni	Stop the Music
George Weyland - Prodn Superv	White Rain & Prom	Stop the Music
Thos. M. McDonnell - Dir, TV, AM		
FULLER & SMITH & ROSS - see page 30		
GARDNER 9 Rockefeller Plaza CO 5-2000		
Roland Martini - VP, TV & AM	Pet Milk	All Star Revue
	Ralston Purina	Space Patrol
	Grove Labs	
GETSCHAL & RICHARD 49 East 51 PL 9-1332		
Budd Getschal - TV Dir		Local Shows Only
Richard Ash - TV Dir		
GEYER, NEWELL & GANGER 745 Fifth Ave. PL 5-5400		
Herbert Horton - Exec Prod	Nash-Kelvinator	TV Teen Club
Frederick Long - Dir, AM & TV	Embassy Cig	The Web
George Zachary - Asst Dir, AM & TV		
Arthur J. Daly - Program Mgr		
GIBRALTAR 17 East 45 MU 7-7896		
Charles Basch - Producer	Bonafide Mills	Versatile Varieties
Frances Scott - Producer		
Jay Strong - TV Director		
GRANT 655 Madison Ave. TE 8-9393		
Patricia Mathison - Media Dir	Wander Candy	Howdy Doody
GREY 166 West 32 CH 4-3900		
William Chalmers - VP, Dir AM,TV	Ronson	Star of the Family
Barbara Jones - AM, TV Superv		
Robert Payson - Superv-Prod		
HEWITT, OGILVIE, BENSON & MATHER 575 Madison Ave. MU 8-6100		
Clinton Wheeler - TV, AM Dir	Sun Oil Co	Pro Football
	Sun Oil Co	" " Highlights
HICKS & GREIST 420 Lexington Ave. MU 3-9135		
Peter Krug - TV Dir		Local Shows Only

AGENCY & RECORDING	CLIENT	PROGRAM
FOOTE, CONE & BELDING, 247 Park Ave. MU 8-5200		
Roger Bryan - VP, AM & TV	Maybelline	Jerry Chercolli
George Wolf - Mgr. AM, TV Programs	Ford	Rodney Erickson
William Weld - Dir. TV Time Buyer	Ford	Crime Photographer
Mike Anderson - Prod. Supervisor	Ford	Stop the World
George Vejland - Prod. Director	White Wash & Iron	Stop the Music
Thomas M. Wolfenden - Dir. TV, AM		
FRANKLIN BRIDGE, INC. - Continued 30		
CHARLES G. Rosenfeld, Plaza 5-2000		
Robert Martin - TV, TV & AM	Pet Milk	All Star Revue
	Nelson Furniture	Space Patrol
	Grove Lane	
GUTCHEON & CLEARY, 50 East 51 PL 9-1292		
Hugh Cleland - TV Dir		Local Show Only
Richard Ash - TV Dir		
GUYER, MERRILL & MARTIN, 145 Fifth Ave. PL 5-5400		
Robert Martin - Prod Prod	Real-Delvinator	TV Teen Club
Frederick Long - Dir. AM & TV	Lindsay Cig	The Web
George Zachary - Asst Dir. AM & TV		
Arthur J. Lally - Program Mgr		
GIBRALTAR, 47 Park 42 MU 7-2966		
Charles Bacon - Producer	Benefide Mills	Versatile Varieties
Thomas Scott - Producer		
Jay Young - TV Director		
GRANT (Ed) Madison Ave. MU 6-5225		
Patricia Robinson - Media Dir	Wonder Candy	Howdy Doody
GREY ADS, Park 12 OR 4-5500		
William Weisberg - VP, Dir. AM, TV	Ronson	Star of the Family
Herbert Gish - AM, TV Supervy		
Robert Jerson - Supervy-Prod		
HARTT, CHRISTIE, LEGGON & MARTIN, 575 Madison Ave. MU 8-6200		
Clinton Wheeler - TV, AM Dir	Sun Oil Co	Big Football
	Sun Oil Co	" Highlights
HICKS & GREIST, INC. Lexington Ave. MU 3-2125		
Peter Dyng - TV Dir		Local Show Only

AGENCY & PERSONNEL	CLIENT	PROGRAM
HIRSHON-GARFIELD 745 Fifth Ave. MU 8-8900		
Robert F. Lewine - Dir, TV & AM	J. Kreisler	Tales of Tomorrow
William Sheppard - TV Mgr		
Philip Bossel - TV Time Buyer		
HUBER HOGE 699 Madison Ave. TE 8-0200		
William Riley - AM, TV Dir		Local Shows Only
CHARLES HOYT 551 Fifth Ave. MU 2-2000		
W.P. Smith - Dir, AM & TV		Local Shows Only
Douglas Humm - Time Buyer		
HUTCHINS 16 West 46 PL 7-8526		
H. Pierson Mapes - VP, AM & TV	Philco	TV Playhouse
James V. Burton - Asst TV Dir	Philco	Don McNeil TV Club
Ira Skutch - Producer		
DUANE JONES 570 Lexington Ave. PL 3-4848		
Brent Groves --AM & TV Space Dir		
Sarah Yores - TV Time Buyer		
KASTOR, FARRELL, CHESLEY & CLIFFORD 274 Madison Ave. OR 9-4440		
Harry Walsh - Dir AM, TV		Local Shows Only
Jack Peter - VP, Media Dir		
KENYON & ECKHARDT 247 Park Ave. MU 8-5700		
Sylvan Taplinger - VP, Talent & Prog	Lincoln-Mercury	Toast of the Town
Garth Montgomery - VP, Dir TV & AM	Kellogg's	Space Cadet
Donald Maggini - VP, Mgr Film Dept	Kellogg's	All Star Revue
Thos. K. Carpenter - VP, Copy Head	White Rock	White Rock Clubhs
Philip C. Kennedy - AM, TV Time Buyer	Richard Hudnut	Langford-Ameche
Werner Michel - Asst Dir TV, AM	Mennen	Twenty Questions
Jack Babb - Prod		
Bruce Dodge - Prod		
Blake Johnson - Prod		
Elliot Saunders - Prod		
Al Tennyson - Prod		
KLORES & CARTER 141 East 44 MU 7-4050		
Harry Carter - Pres, Dir TV		Local Shows Only
Bernard Glasgow - TV Art Dir		
S.C. Klores - TV Acct Exec		
Mel Mohr - TV Acct Exec		
Roderick Van Divirt - TV Exec		
KUDNER - see following page	**ABBOTT KIMBALL** - see page 25	
LAMBERT & FEASLEY 60 East 42 MU 7-8980		
Gerald Blake - TV Acct Exec	Lambert Pharmacal	Sammy Kaye
Ray Kremer - TV Dir		

AGENCY & PERSONNEL	DIALIT	PROGRAM
HIRSHON-GARFIELD, 745 Fifth Ave. MU 8-5944		
Robert T. Levine - Dir., TV & AM	J. Weisler	Tales of Tomorrow
William Copeland - TV Mgr.		
Philip Donel - TV Time Buyer		
MUSIC BOX, 650 Madison Ave. TR 8-0200		
Willis Riley - AM, TV Dir		Local Shows Only
NEEDHAM, HOYT, 521 Fifth Ave. MU 2-6000		
W.P. Smith - Dir, AM & TV		Local Shows Only
Douglas Blum - Time Buyer		
RUTCHING, 16 West 45 MU 7-6200		
M. Pierson Mapes - VP, AM & TV	Fallon	TV Playhouse
James T. Jordan - Asst TV Dir	Fallon	Don McNeil TV Club
Ira Blunch - Producer		
DAVID LOWES, 320 Lexington Ave. PL 2-4242		
Brent Grover - AM & TV Space Dir		
Sarah Jones - TV Time Buyer		
MACTON, WEBBER, GRESHAM & DETROIT, 275 Madison Ave. OR 9-4440		
Harry Wolan - Dir AM, TV		Local Shows Only
Jack Otter - VP, Media Dir		
MEYLON & BRYANT, 247 Park Ave. MU 8-2700		
Gilman Tarbiffer - VP, Talent & Prod	Lincoln-Mercury	Toast of the Town
Curtis Montgomery - VP, Dir AM	Kellogg's	Perfect Couple
Donald Kemplnt - VP, Adv Film Dept	Milkmaid	Grand Ole Opry
Chas. C. Carpenter - VP, Copy Head	White Rock	Ladies Home Journal
Philip C. Kennedy - AM, TV Time Buyer	Hilbert Farms	Hollywood-Kendis
Homer Mulhol - Asst Dir TV, AM	Pillsbury	Hawaiian Wedding
Jack Babb - Prod		
Frank Godbo - Prod		
Blake Johnson - Prod		
Talbot Saunders - Prod		
Al Tomkyson - Prod		
MOONEY & AGNEW, 141 East 44 MU 7-4050		
Perry Carter - Pres, Dir TV		Local Shows Only
Bernard Gaynor - TV Asst Dir		
D.C. Moore - TV Asst Dir		
Mal Hom - TV Asst Dir		
Roderick Van Sweet - TV Exec		
MUTUAL - see following page		
NEWELL & TEGARDEN, 60 East 42 MU 7-5020		**ABBOTT KINNEAR - see page 20**
Donald Blake - TV Asst Exec	Lambert Pharmacal	Gerry Mize
Ray Krause - TV Dir		

AGENCY & PERSONNEL	CLIENT	PROGRAM
KUDNER 575 Madison Ave. MU 8-6700		
Myron P. Kirk - VP, AM & TV	Texas Gas Co	Texaco Star Theater
Frank Harting - Asst to Mr. Kirk	U.S. Tobacco	Martin Kane
Albert Reibling - Bus. Mgr.	Schick Razor	Crime Syndicated
John Marsich - Time Buyer		
Ed Sutherland - Prod-Dir		
Bunny Coughlin - Prod-Dir		
Hugh Brown - Prod-Dir		
Frank Burns - Prod-Dir		
J.T. Ellis - Prod-Dir		
Mickey Alpert - Casting		
C.J. LA ROCHE 247 Park Ave. PL 5-7711		
J.L. Washburn - TV Dir		Local Shows Only
Sally S. Mansfield - TV Time Buyer		
AL PAUL LEFTON 521 Fifth Ave. VA 6-4340		
S. Carl Mark - Dir TV, AM	Crawford Clothes	Public Prosecutor
Alan Lampe - TV, AM Writer & Prod	Crawford Clothes	They Stand Accused
Nat B. Eisenberg - TV Prod Dir		
Don Madden - Publicity		
LENNEN & MITCHELL 17 East 45 MU 2-9170		
Nicholas E. Keesely - VP, AM & TV	Old Gold	Down You Go
Clark Agnew - TV Art Dir	Old Gold	Original Amateur Hr
Peter Keveson - VP, AM & TV Copy	Old Gold	Stop the Music
Frank Daniel - Bus Mgr, AM & TV	Tidewater Oil	Headline Clues
Bernard McDermott - Traffic Mgr	Lehn & Fink	Your Show of Shows
George Tompkins - Dir	Tydol	B'way to H'wood
Harry Woodworth - Dir		
Charles Harrell - Superv AM, TV Prodn		
MacMANUS, JOHN & ADAMS 444 Madison Ave. PL 9-3321		
Henry Fownes - Chg TV, AM Prodn	Pontiac Dealers	John Daly News
Sherwood Reekie - Time Buyer		
MARSCHALK & PRATT 535 Fifth Ave. VA 6-2022		
Edward J. Whitehead - TV Dir	Esso	Alan Young Show
J.M. MATHES 122 East 42 LE 2-7450		
Read H. Wight - AM, TV Dir	Canada Dry	Super Circus
Edna S. Cathcart - AM, TV Time Buyer	Luden's	Cavalcade of Stars
Richard S. Jackson - Asst TV Dir	Luden's	Cosmopolitan Thtr
MAXON 12 East 53 PL 9-7676		
S.J. Andrews - Dir AM, TV		
Preston Pumphrey - Asst Mgr TV	Snow Crop	All Star Revue
Earl Kennedy - Superv-Prod	Gillette	Cavalcade of Sports
Edwin A. Wilhelm - Bus Mgr	Peter Paul	Gabby Hayes(Daily)
Harold Bresson - Time Buyer		
Murray Roffis - Spot Buyer		
Paul La Port - New Programs Mgr		

NOTE: Network & Nat'l Spot Shows Only

AGENCY & PERSONNEL	CLIENT	PROGRAM
[illegible] 323 Madison Ave. MU 3-6700		
Byron F. Kirk - VP, AM & TV	Texas Gas Co	Texaco Star Theatre
Frank Darling - Asst to Mr. Kirk	U.S. Tobacco	Martin Kane
Albert Heinlein - Tpr. Mgr.	Schick Razor	Crime Syndicated
John Marsich - Time Buyer		
Ed Gutheriner - Prod-Dir		
Henry Caudill - Prod-Dir		
Frank Brown - Prod-Dir		
Frank Burns - Prod-Dir		
Ed. Hills - Prod-Dir		
Misery Alpert - Casting		
C.J. LA ROCHE, 247 Park Ave. PL 9-1713		
J.L. Washburn - VP Dir		Local Shows Only
Sally S. Hartfield - TV Time Buyer		
AL PAUL LEFTON, 420 Madison Ave. VA 6-4440		
[illegible] - AM	Dewford Clothes	Public Prosecutor
Alan Lewis - Tpr. Mgr. & Prod	Crewelwood Clothes	They Stand Accused
Roy S. Bleckman - TV Prod Dir		
Ann Madden - Casting		
LENNEN & NEWELL, INC. East 42d, MU 2-0170		
Nicholas E. Kennedy - VP, AM & TV	Old Gold	Name Your Tune
Derek Agnew - TV Art Dir	Old Gold	Original Amateur H
Peter Stevenson - VP, AM & TV Copy	Old Gold	Stop the Music
Frank Donial - Asst. Tpr. Mgr. & TV	Tidewater Oil	Headline Clues
Bernard Kowalewski - Traffic Mgr	Lehn & Fink	Your Show of Shows
George Tompkins - Dir	Tydol	B'way to B'wood
Barry Woodworth - Dir		
Charles Marshall - Supervy AM, TV Prodn		
McMANUS, JOHN & ADAMS, 444 Madison Ave. PL 9-1921		
Harry Thomas - Chg. Dir, AM Prodn	Textiles Dealers	John Daly News
Sherwood Dennis - Time Buyer		
MACDONALD & PRICE, 342 Madison Ave. VA 6-8000		
Edward C. Matthews - TV Dir	Esso	Cir. Alan Young Show
N.W. AYER, 1345 Ave. of Am. LE 2-7450		
Fred H. Wiggs - AM, TV Dir	Canada Dry	Super Circus
Ben S. Heimbert - TV, TV Time Buyer	Luden's	Cavalcade of Stars
Richard M. Hawkins - Asst TV Dir	Luden's	Cosmopolitan Thtr
NEWELL-EMMETT, 1 E. 42d		
Bill Andrews - Dir TV, TV		
Preston Pomeroy - Asst Mgr. TV	Show Shop	All Star Revue
Earl Kennedy - Super-Prod	Gillette	Cavalcade of Sports
Edwin A. Milgim - Tpr Mgr	Peter Paul	Gabby Hayes(Daily)
Gerald Gruson - Time Buyer		
Murray Hoffis - Spot Buyer	NOTE: Network & Nat'l	
Paul La Fort - New Programs Mgr	Spot Shows Only	

AGENCY & PERSONNEL	CLIENT	PROGRAM
McCANN-ERICKSON 50 Rockefeller Plaza JU 6-3400		
Thomas Lane - VP, AM & TV	Amer Safety Razor	The Show Goes On
Al Scalpone - VP, Dir AM & TV	Westinghouse	Studio One
Dorothy B. McCann - VP, Exec Prod	Congoleum-Nairn	Kate Smith(Eve)
Don McClure - Prod Mgr - AM & TV	S.O.S.	Your Show of Shows
Frank Bibas - Dir Motion Pictures	Junket	Garry Moore Show
Hendrik Booraem, Jr. - Prog Devlpmnt	National Biscuit	Kukla, Fran & Ollie
Charles Wolfe - AM & TV Copy	Hines	Bride & Groom
William Duffy - TV Art Dir	Gruen	Gruen Guild Theater
John Franck - TV Prod	Chesebrough	Kate Smith(Aft)
Ted Houston - TV Prod	Hansen Labs	Garry Moore Show
	Standard Oil	Wayne King
HUBERT L. MIHIC 250 West 57 CI 7-1153		
Leo P. Murray - TV Consultant		Local Shows Only
C.L. MILLER 521 Fifth Ave. MU 2-1010		
C.V. Carhart - AM & TV Dir	Corn Products	Ruth Lyons
Rita Driscoll - Asst Dir		
EMIL MOGUL 250 West 57 CO 5-2484		
Carlo De Angelo - TV Dir	Knomark (Esquire)	Kate Smith(Aft)
ROBERT W. ORR 4 West 58 PL 9-8050		
Louis Ergmann - TV Dir	Jergens	Kate Smith(Aft)
PARIS & PEART 370 Lexington Ave. MU 9-2424		
Patrick Petrino - TV Dir		Local Shows Only
Robert Wiefhorst - TV Time Buyer		
PECK 400 Madison Ave PL 3-0900		
Donald Blauhut - TV Dir	Premier Foods	Rumpus Room
Elaine Canonica - Asst Time Buyer		
PEDLAR & RYAN 250 Park Ave. PL 5-1500		
Wilfred Roberts - VP, Dir of TV, AM	Camay Soap	Kukla, Fran & Ollie
	Camay Soap	Red Skelton
FULLER & SMITH & ROSS 71 Vanderbilt Ave. MU 6-5600		
F.B. Duncan - VP	Alcoa	See It Now
PRODUCT ADVERTISING CORP 215 Fourth Ave. OR 7-2552		
Milton Douglas - VP, Dir of TV	Drug Chains(Co-op)	Cosmopolitan Theater
Ben Piermont - TV Casting Dir	Drug Chains(Co-op)	Cavalcade of Stars
Joe Coates - Asst to Prod		
R. Schoellhorn - VP, Bus Mgr		
FLETCHER D. RICHARDS 10 Rockefeller Plaza JU 6-5400		
John S. Davidson - VP, AM & TV		Local Shows Only

AGENCY & PERSONNEL	CLIENT	PROGRAM
McCANN-ERICKSON 50 Rockefeller Plaza JU 6-2400		
Lorenzo Lunn - VP, AM & TV	Amer Safety Razor	The Show Goes On
Al Scaligone - VP, Dir AM & TV	Westinghouse	Studio One
Dorothy E. McGann - VP, Exec Prod	Congoleum-Nairn	Kate Smith(Live)
Don McClure - Prod Mgr - AM & TV	S.O.S.	Your Show of Shows
Frank Shane - Dir Motion Pictures	Sunlet	Gerry Moore Show
Kendall Dorsey, Jr. - Prod Development	National Biscuit	Nukla, Fran & Olli
Theodore Wolff - AM & TV Prod	Kiwi	Bride & Groom
William Murphy - TV Asst Dir	Green	Green Guild Theater
John Frank - TV Prod	Greenbrough	Kate Smith(Art)
Ted Houston - TV Prod	Hanson Labs	Gerry Moore Show
	Standard Oil	Wayne King
MERRY L. MINTZ 250 West 57 CI 7-1152		
Leo Pi Murrow - TV Co-Ordinator	National Biscuit	Local Shows Only
C.L. MILLER 521 Fifth Ave. MU 2-1010		
C.V. Dingbat - AM & TV Dir	Wyeth	
Rita Donadoll - Asst Dir	Wyeth Pharmacute	Ruth Lyons
NEIL MOGUL 250 West 57 CI 7-6854		
Carlo De Angelo - TV Dir	Kimberly (Sequire)	Kate Smith(Art)
MORTON W. COPP 1 Westinghouse Plaza		
Louis Sherman - TV Dir	Lafayette	Kate Smith(Art)
PARKIN & FRANK 270 Lexington Ave. MU 2-2424		
Patrick Roberts - TV Dir		Local Shows Only
Robert Lightner - TV Time Buyer		
POOL 500 Madison Ave. PL 5-0555		
Donald Plaunt - TV Dir	Premier Foods	Kingsway Room
Elaine Cormolie - Asst Time Buyer		
PRIMAK & RYAN 250 Park Ave. PL 5-1500		
William Roberts - VP, Dir of TV, AM	Cheney Soap	Nukla, Fran & Olli
	Cheney Soap	Red Skelton
RUTLEDGE & ROLLIN 2055 El Wonderbilt Ave. MU 6-5500		
T.E. Downs - VP	Alcoa	See It Now
PRODUCT ADVERTISING CORP 245 South Ave. CE 1-6252		
Milton Douglas - VP, Dir of TV	Drug Chains(Co-op)	Cosmopolitan Theater
Don Fremont - TV Creative Dir	Drug Chains(Co-op)	Cavalcade of Stars
Joe Coates - Asst To TV		
R. Schmellhorn - VP, Tim Mgr		
RICHARD D. RICHARDS 10 Rockefeller Plaza JU 6-5400		
John S. Davidson - TV AM & TV		Local Shows Only

AGENCY & PERSONNEL	CLIENT	PROGRAM
RUTHRAUFF & RYAN 405 Lexington Ave. MU 6-6400		
Wilson Tuttle - VP, TV & AM	Arthur Murray	Arthur Murray Show
Thomas G. Slater - VP, TV	Lever Bros(Rinso,Spry)	Big Town
Grant Flynn - Mgr of TV	Quaker Oats	Zoo Parade
Marshall Grant - Dir of Film	Wrigley Gum	Gene Autry
John Cole - TV Prod	Hollywood Candy	Hwood Jr Circus
Sid Slon - TV Superv-Prod		
Dave Nyren - New Programs		
Roly Howe - Commercials Prod		
Quincy Ryan - TV Publicity		
Norman Mathews - TV Film		
ST. GEORGE & KEYES 250 Park Ave. PL 5-1180		
Stanley Keyes - VP, TV	Revere Copper	Meet the Press
SCHEIDELER, BECK & WERNER 487 Park Ave. MU 8-8866		
Walter Ware - Dir of TV	Sweetheart Soap	One Man's Family
	A-1 Sauce	Ruth Lyons
SHERMAN & MARQUETTE 10 Rockefeller Plaza PL 7-6400		
Bill Templeton - TV, AM Dir	Vel & Super Suds	Strike It Rich
Jules Bundgus - Superv-Prod	Halo, Ajax	Colgate Comedy Hour
	Quaker Oats	Gabby Hayes(Daily)
	Quaker Oats	Gabby Hayes(Sun)
	Quaker Oats	Zoo Parade
	Colgate TP	Howdy Doody
RAYMOND SPECTOR 445 Park Ave. MU 8-4407		
Joel Spector - TV Dir	Hazel Bishop	Freddy Martin
Irving Trabich - TV Art Dir	Hazel Bishop	Stop the Music
Cal Morris - Time Buyer & Research		
STERNFIELD & GODLEY 280 Broadway BA 7-3030		
Samuel I. Godley - President		Local Shows Only
Bernard Kleinman - Prod Mgr		
STOCKTON, WEST, BURKHART 501 Madison Ave. MU 8-6077		
Richard M. Dunn - Mgr of TV, AM		Local Shows Only
Gene Starbecker - TV Prod		
SULLIVAN, STAUFFER, COLWELL & BAYLES 437 Fifth Ave. OR 9-2500		
Philip H. Cohen - VP	Pall Mall	Big Story
Richard R. Uhl - Commercials Prod	Speidel	What's My Name
Thomas Veitor - Prod	Carter Prods	Crime Photographer
A.K. Spencer - TV Superv	Carter Prods	Songs for Sale
J.J. Van Nostrand - Prod	Simoniz	Kate Smith(Aft)
Walter Seldon - Prod	Arrid, Rise	City Hospital
James Hayes - Dir		
J.D. TARCHER 630 Fifth Ave. CI 6-2626		
Robert W. Kelly - TV, AM Dir	Benrus	Your Show of Shows
	McKesson & Robbins	Date With Judy

AGENCY & TELEPHONE	CLIENT	PROGRAM
BUTTERFIELD & RIAY 405 Lexington Ave. MU 6-6400		
William Little - VP, TV & AM	Arthur Murray	Arthur Murray Show
Thomas C. Slater - VP, TV	Lever Bros.(Rinso,Spry)	Big Town
Donald Myers - Mgr. of TV	Quaker Oats	Zoo Parade
Marshall Grant - Dir of Film	Wrigley Gum	Dave Autry
Robin Gill - TV Prod.	Hollywood Candy	Wood Jr Circus
Jim Olson - TV Supervisor-Prod		
Steve Myers - New Pro-Dram		
Judy Love - Commercials Prod		
Quincy Lyon - TV Publicity		
Norman Mellows - TV Film		
ST. GEORGE & SEVEN 295 Park Ave. PL 5-1180		
Stanley Noyes - VP, TV	Severe Copper	Meet the Press
SCHIELDER, HENRY & WRIGHT 485 Park Ave. PL 2-2966		
Walter Kane - Dir of TV	Sweetheart Soap	One Man's Family
	A-1 Sauce	Ruth Lyons
SERENAD & MAGNUSON 10 Rockefeller Plaza PL 7-6400		
Bill Templeton - TV, Ad-Mgr	Vel & Super Suds	Strike It Rich
Julian Brudges - Supervis-Prod	Halo, Ajax	Colgate Comedy Hour
	Quaker Oats	Sandy Dreams(Felix)
	Quaker Oats	Cabby Hayes(Gum)
	Quaker Oats	Zoo Parade
	Colgate TP	Howdy Doody
SHERMAN DIRECTOR 445 Park Ave. MU 8-4407		
Joel Spector - TV Dir	Hazel Bishop	Freddy Martin
Irving Gordon - TV Art Dir	Hazel Bishop	Stop the Music
Don Morris - Time Buyer & Research		
SHUMAN, PLAPLER & POLLEY 280 Madison Ave. PA 7-5020		
Samuel L. Polley - President		Local Shows Only
Bernard Goldman - Prod Mgr		
SIMONSON, MEDI, SCHUMPRT 501 Madison Ave. MU 8-6077		
Richard Schumpert - Mgr of TV, AM		Local Shows Only
Tony Forrester - TV Prod		
SULLIVAN, STAUFFER, COLWELL & BAYLES 437 Fifth Ave. OR 9-5700		
Phil Stauffer - Mgr	Fair Well	Big Story
Andrew J. Cox - Commercials Prod	Speidel	What's My Name
Thomas Pettit - Prod	Carter Prods	Crime Photographer
A.C. Spencer - TV Supervisor	Carter Prods	Songs for Sale
Alan Van Gordon - Prod	Chrysler	Kate Smith(Act)
Walter Dalton - Prod	Arrid, Rise	City Hospital
Wayne Hayes - Dir		
T.J. TAYLOR 630 Fifth Ave. CI 6-6676		
Robert W. Kelly - TV, AM Dir	Berne	Tour Show of Shows
	McKesson & Robbins	Date With Judy

AGENCY & PERSONNEL	CLIENT	PROGRAM
J. WALTER THOMPSON 420 Lexington Ave. MU 3-2000		
John Reber - VP, AM & TV	Anthracite Inst	Better Home Show
Howard Reilly - Dir of TV	Ford Dealers	Ford Festival
Calvin Kuhl - VP, Prod F.Cooke - Prod-Dir	Norge	Kate Smith(Eve)
Bob Ballin - VP, Prod R.Goode - Prod-Dir	Kraft Foods	Kraft Theater
V. Spragle - Talent M.Holland-Prod-Dir	RCA	Kukla, Fran & Ollie
Bart McHugh - Talent S. Kulek- Prod-Dir	RCA	RCA Victor Revue
Al Durante - Press T.Stanford-Prod-Di	Lux	Lux Video Theater
Geo.Gladden - Film S. Quinn- Prod-Dir	Johns-Manville	Fair Meadows,U.S.A.
Paul Belanger - Prod-Writer		
TURNER & DYSON 10 East 40 MU 6-4242		
Franklin Dyson - VP, TV & AM	Mason Mints	Chester the Pup
	America for Christ	The Circuit Rider
WARWICK & LEGLER 230 Park Ave. MU 6-8585		
	Pabst Beer	Wednesday Fights
William P. Warwick - Dir TV, AM	Larus & Bros	Plainclothesman
WEINTRAUB 488 Madison Ave. MU 8-3901		
Harry Trenner - VP, AM & TV	Blatz	Amos 'n' Andy
Paul Monroe - Exec Dir, AM & TV	B.T. Babbitt	Kate Smith(Eve)
Wm. Weintraub Jr. - Producer	Kaiser-Frazer	Ellery Queen
WEISS & GELLER 400 Madison Ave. PL 3-4070		
Max Tendrich - Dir TV	Wine Corp Amer	Charlie Wild
Dorothy Wender - Time Buyer		
WARD WHEELOCK 444 Madison Ave. PL 3-7120		
Russ Johnston - VP, AM & TV	Campbell Soups	The Aldrich Family
Mike Levin - AM & TV Commercials		
YOUNG & RUBICAM 285 Madison Ave. MU 9-5000		
Everard W. Meade - VP & Dir AM, TV	Swans Down	Claudia(as of Jan 6)
David Levy - VP & Exec Asst	General Foods	Hopalong Cassidy
Nat Wolff - VP, AM & TV Prodn	General Foods	Young Mr. Bobbin
Joseph A. Moran - VP	Gulf Oil	We, The People
David Miller - VP, Gen Counsel	Sanka	It's News to Me
George Gribbin - VP, AM & TV Comm	Lipton's	Godfrey's Tal Scouts
Wm. J. Colihan, Jr. - Mgr Comm Copy	General Electric	Bill Goodwin
Rodney Erickson - Mgr AM & TV Contact	General Electric	Garry Moore
John Swayze - Superv Comm Copy	Arrow Shirts	Herb Shriner
Frederick A. Zaghi - AM & TV Bus Mgr	Schlitz	Playhouse of Stars
Felix Jackson - Exec TV Prod	Goodyear Rubber	Paul Whiteman
Dan Seymour - Superv, Exec Prod	Goodyear Rubber	TV Playhouse
Ed Duerr - Production Superv	Bigelow-Sanford	Bigelow Theater
Mary Harris - Production Superv	General Foods	Bert Parks
Karl Schullinger - Superv	Life Magazined	Kukla, Fran & Ollie
Lee Strahorn - Superv	Hunt Foods	Kate Smith(Aft)
William H. Brown, Jr. - Prod-Dir	Simmons	Kate Smith(Aft)
Joseph Scibetta - Prod-Dir	Singer Sewing	Kate Smith(Aft)
Frank Telford - Prod-Dir	Bristol-Myers	Mr. District Att'y
Richard Eckler - Producer	White Owl	Sports Spot
Wes McKee - Director		
James Sheldon - Director		
Preston Wood - Director		
Harry Rauch - TV Publicity		

AGENCY & TELEPHONE	CLIENT	PROGRAM
J. WALTER THOMPSON, 420 Lexington Ave. MU 3-2000		
Adam Geier - TV, AM & TV	Anheuser-Busch	Better Home Show
Howard Reilly - Dir of TV	Ford Dealers	Ford Festival
[illegible] - Prod. Dir	Norge	Kate Smith(Eve)
[illegible] - Prod-Dir	Breck Foods	Kraft Theater
V. [illegible] - Prod-Dir	[illegible]	Nabisco, Frank & Ollie
Bert [illegible] - Prod-Dir	[illegible]	RCA Victor Perry
Al [illegible] - Prod-Dir	[illegible]	Tax Video Theater
Geo. [illegible] - Film - Prod-Dir	Lux	Fair Meadows, U.S.A.
[illegible]	Johns-Manville	
LENNEN & NEWELL, 20 East 40, MU 6-4242		
Franklin Dyson - VP, TV & AM	Mennen Burma	Chester the Hip
[illegible]	America for Christ	The Circuit Rider
[illegible]	Marshall Field	The Little Angel
MARSTON & THOMPSON, 420 Park Avenue MU 6-2586		
[illegible] - Marketing, [illegible]	Pabst Beer	Wednesday Night
	Lerne & Bros	Platmolotherapy
WEINTRAUB, 488 Madison Ave. MU 8-5201		
[illegible] - VP, AM & TV		
[illegible] - Prod. Dir, AM & TV	Bifera	Hope 'n' Andy
[illegible] Dir. - Production	B.T. Babbitt	Kate Smith(Eve)
	Embser-Fraser	Hilary Queen
WEISS & GLILLER, 488 Madison Avenue, MU 5-4070		
Max Weisler - Dir TV		
Dorothy Weber - Time Buyer	Wine Corp. Amer	Charlie Wild
WARD WEATHERLY, 444 Madison Ave. PL 3-7120		
Sam Jameson - VP, AM & TV		
Mike Lewis - Mgr. TV Commercials	Campbell Soups	The Aldrich Family
YOUNG & RUBICAM, 285 Madison Ave. MU 9-2000		
Everett H. Meade - VP & Dir TV, AM, TV	Brown Down	Classic(as of Jan 6)
David Levy - VP & Dir Ass't	Internat Foods	Shopping Center
Jay Wright - VP, AM & TV Prod	Internat Foods	Young Mr. Robbin
Joseph A. Moran - VP	Gulf Oil	Way: The People
David Miller - VP, Gen Counsel	Lanka	It's News to Me
Joseph Tirbin - VP, AM & TV Comm	Lipton's	Godfrey's Tal Scouts
[illegible] Collins, [illegible] Mgr Comm Copy	General Electric	Bill Goodwin
Rodney Erickson - Mgr, AM & TV Contact	General Electric	Garry Moore
John Sayre - Supvry Comm Copy	Arrow Shirts	Herb Shriner
Frederick A. Eagle - AM & TV Bus Mgr	Schlitz	Playhouse of Stars
Felix Jackson - Exec TV Prod	Goodyear Rubber	Paul Whiteman
Jan Sherman - Supvry, Exec Prod	Goodyear Rubber	TV Playhouse
Ed Ivery - Production Supvry	Bigelow-Sanford	Bigelow Theater
Harry Harris - Production Supvry	General Foods	Bert Parks
Earl Schillinger - Supvry	Life Magazine	Nabisco, Frank & Ollie
Lee Sherman - Supvry	Aunt Jemima	Kate Smith(Aft)
William H. Brown, Jr. - Prod-Dir	Simmons	Kate Smith(Aft)
Joseph Scriatta - Prod-Dir	Singer Sewing	Kate Smith(Aft)
Frank Telford - Prod-Dir	Bristol-Myers	Mrs. District Att'y
Richard Baker - Producer	White Owl	Sports Spot
Wes Mulles - Director		
James Sheldon - Director		
Preston Wood - Director		
Harry Beach - TV Publicity		

Adam Hat Stores	665 Broadway, NYC	J Shaler
Admiral Corp	3800 W Cortland St, Chicago	EJ Sherwood
Allis-Chalmers Mfg Co	1126 S 70 St, Milwaukee, Wis	CN Karr
Aluminum Co of America	Gulf Bldg, Pittsburgh, Pa	AP Hall
American Can Co	100 Park Avenue, NYC	JW King
American Chicle Co	Thompson & Manley St, LIC, NY	RL Harris
American Cigarette & Cigar	111 Fifth Ave, NYC	AC Garrett
American Dairy Assoc	20 N Wacker Dr, Chicago, Ill	OM Richards
American Meat Institute	59 E Van Buren St, Chicago, Ill	V Schwaegerle
American Home Prods	22 East 40 St, NYC	W Stedman
American Home Foods Inc	22 East 40 St, NYC	W Tingdale
American Safety Razor Corp	315 Jay St, Brooklyn, NY	C Solomon
American Tel & Tel Co	195 Broadway, NYC	W Whitmore
American Tobacco Co	111 Fifth Avenue, NYC	CJ Jackson
American Viscose Corp	350 Fifth Avenue, NYC	CW Rice
American Wine Co	321 S Beverly Dr, Beverly Hills	M Figen
Anaconda Copper Mining Co	25 Broadway, NYC	JF Hobbins
Anahist Co	21 Gray Oaks Ave, Yonkers, NY	JS Hewitt
Anchor Hocking Glass Co	Lancaster, Ohio	JH Gilluley
Anheuser-Busch Inc	721 Pestalozzi St, St Louis, Mo	RE Krings
Ansco Division, Genl Analine	29 Charles St, Binghamton, NY	W Davenport
Armour & Co	Union Stock Yards, Chicago, Ill	DB Hause
Armstrong Cork Co	Lancaster, Pa	EC Hawley
Arnold Bakers Inc	10 Travers Ave, Portchester, NY	JD Calhoun
Atlantic Refining Co	260 Broad St, Philadelphia, Pa	R Bordon

B

Babbitt Inc	386 Fourth Avenue, NYC	R Brenner
P Ballantine & Sons	57 Freeman St, Newark, NJ	H Gorski
Beech-Nut Packing Co	10 East 40 St, NYC	R Foote
Bendix Radio Division	Baltimore, Md	LG Sands
Bendix Home Appliances	3300 W Sample St, South Bend, Ind	KR Davis
Benrus Watch Co	200 Hudson St, NYC	H Bond
Best Foods Inc	1 East 43 St, NYC	A Brown
Bethlehem Steel Co	Bethlehem, Pa	AB Horner
Bigelow-Sanford Carpet	140 Madison Avenue, NYC	SJ Robinson
Birdseye	383 Madison Avenue, NYC	H Locherie
Blatz Brewing Co	1120 N B'way, Milwaukee, Wis	RD Hirschbeck
Bon Ami Co	17 Battery Place, NYC	AE Davison
Bonafide Mills	295 Fifth Avenue, NYC	A Spector
Bond Stores	380 Fifth Avenue, NYC	SN King
Bordon Company	350 Madison Ave, NYC	SD Thompson
Borg-Warner Corp	310 S Michigan Ave, Chicago, Ill	GA Shallberg
Brewing Co of America	9400 Quincy Ave, Cleveland, Ohio	PG Byrnes
Bristol-Myers Co	630 Fifth Avenue, NYC	WP Lantz
Brown Shoe Co	1600 Washington Ave, St Louis, Mo	R Stoltz
Brown & Williamson Tobacco	1600 W Hill St, Louisville, Ky	JW Burgard
Buick Div - Gen Motors	Flint, Michigan	JH Scudder
Bulova Watch Co	630 Fifth Avenue, NYC	B Enderwood
Bymart Inc(Tintair)	677 Fifth Avenue, NYC	ML Strauss

C

Cadillac Motor Car Div	Flint, Michigan	CW Schooley
Calif Fruit Growers Ex	707 W 5 St, Los Angeles	R Eller
California Packing Corp	101 California St, San Francisco	HH Yost

Adam Hat Stores	605 Broadway, NYC	J Sailer
Admiral Corp	3500 W Peterson St, Chicago	EJ Greenwood
Allis-Chalmers Mfg Co	1126 S 70 St, Milwaukee, Wis	CC Kerr
Aluminum Co of America	Gulf Bldg, Pittsburgh, Pa	AP Hall
American Can Co	100 Park Avenue, NYC	JV King
American Motors Corp	Thompson & Morley St, LIC, NY	RH Harris
American Tobacco Co	111 Fifth Ave, NYC	AC Barrett
American Sugar Refining Co	20 N Wacker Dr, Chicago, Ill	JM Martin
American Meat Institute	59 E Van Buren St, Chicago, Ill	J Swaggerle
American Home Products	22 East 40 St, NYC	W Stadman
American Home Foods Inc	22 East 40 St, NYC	V Chagnale
Anchor Hocking Glass Corp	315 Jay St, Brooklyn, NY	[illegible]
Anglo-Iran Oil & Gas Co	195 Broadway, NYC	W Whitmore
Anheuser Busch Inc	111 Fifth Avenue, NYC	CG Jackson
Armstrong Cork Co	250 Park Avenue, NYC	JW Rice
Armstrong Rubber Co	521 E Beverly Dr, Beverly Hills	M Nixon
Associated Dry Goods Corp	23 Broadway, NYC	JF Bishop
Associated Merchandising Corp	21 Gray Oaks Ave, Yonkers, NY	JS Smith
Atlantic Refining Co	Lindenwood, Ohio	JH Gillaley
Atlas Powder Co	121 Pontalba St, St Louis, Mo	RW Kirtley
Atlas Stock Yards	29 Charles St, Binghamton, NY	R Davenport
Avco Corp	Union Stock Yards, Chicago, Ill	DB Horne
Avon Products Inc	Irvington, Pa	MC Bailey
Avondale Mills	10 Tremont Ave, Rochester, NY	JD Collins
Avondale Bakers Inc	260 Broad St, Philadelphia, Pa	R Morton

B

Babbitt Inc	385 Fourth Avenue, NYC	R Brunner
P Ballantine & Sons	37 Freeman St, Newark, NJ	H Gerard
Bank-Lee Laboratory Co	10 East 40 St, NYC	R Moore
Bendix Radio Division	Baltimore, Md	IA Banks
Bendix Home Appliances	1000 S Temple St, South Bend, Ind	HR Davis
Berning Watch Co	400 Fulton St, NYC	H Spur
Best Foods Inc	1 East 42 St, NYC	A Brown
Bethlehem Steel Co	Bethlehem, Pa	AS Morton
Bigelow-Sanford Carpet	140 Madison Avenue, NYC	EL Anderson
Bigelows	350 Madison Avenue, NYC	H Gerhardt
Blatz Brewing Co	1400 N Pfeil, Milwaukee, Wis	TD Hirschbeck
Bon Ami Co	17 Battery Place, NYC	AM Ingersen
Borden Milk	250 Park Avenue, NYC	A Spencer
Bond Stores	260 Fifth Avenue, NYC	HM King
Borden Company	350 Madison Ave, NYC	ED Thompson
Borg-Warner Corp	310 S Michigan Ave, Chicago, Ill	CA Chalifoux
Brewing Co of America	9800 Quincy Ave, Cleveland, Ohio	FD Gruber
Bristol-Myers Co	630 Fifth Avenue, NYC	WP Lanier
Brown Shoe Co	1400 Washington Ave, St Louis, Mo	R Stokes
Brown & Williamson Tobacco	1000 N Hill St, Louisville, Ky	JW Norman
Buick Div - Gen Motors	Flint, Michigan	JH Hunter
Bulova Watch Co	630 Fifth Avenue, NYC	E Lawrence
Bymart Inc(Tintair)	677 Fifth Avenue, NYC	HL Brunner

C

Cadillac Motor Car Div	Flint, Michigan	CW Scoolcy
Calif Fruit Growers Ex	707 W 5 St, Los Angeles	R Eller
California Packing Corp	101 California St, San Francisco	HE Tour

Campbell Soup Co	100 Market St, Camden, NJ	RM Budd
Campana Sales Co	Batavia, Ill	RM Crull
Canada Dry Ginger Ale	100 Park Ave, NYC	WS Brown
Cannon Mills Inc	70 Worth St, NYC	G Beyer
Carnation Co	5045 Wilshire Blvd, Los Angeles	PH Willis
Carter Products Inc	53 Park Place, NYC	AB Miller
Celotex Corp	120 S La Salle St, Chicago, Ill	G Ferguson
Chesebrough Mfg Co	17 State St, NYC	AB Richardson
Chevrolet Div - Gen Motors	228 GM Bldg, Detroit, Michigan	WG Power
Chrysler Corp	341 Massachusetts Ave, Detroit	HL Weckler
DL Clark	503 Martingale Ave, Pittsburgh	LA Daly
Clinton Foods Inc	Clinton, Iowa	TR Miller
Cluett Peabody	10 East 40 St, NYC	GA Phillips
Coca Cola Co	515 Madison Avenue, NYC	FW Coste
Colgate-Palmolive-Peet	105 Hudson St, Jersey City, NJ	RE Healy
Congoleum-Nairn Inc	195 Belgrave Dr, Kearny, NJ	M Egan
Consolidated Cigar Corp	444 Madison Avenue, NYC	DL Moody
Consumer Prods Div Corning	Corning, NY	FC Stebbins
Continental Baking Co	630 Fifth Avenue, NYC	L Marshall
Corn Prods Refining Co	17 Battery Place, NYC	WE Hecht
Cory Corp	221 N LaSalle St, Chicago, Ill	JW Alsdorf
Coty Inc	730 Fifth Avenue, NYC	W Neuberg
Cromwell-Collier Pub Co	640 Fifth Avenue, NYC	EP Seymour
Crosley Div	1329 Arlington St, Cincinatti, O	H Oriorati
Curtiss Candy Co	1101 Belmont Ave, Chicago, Ill	CB Lahon
Curtis Pub Co	Independence Sq, Philadelphia, Pa	IO Spellman

D

Dagget & Ramsdell Inc	420 Frelinghusen Ave, Newark, NJ	JE Hardy
Derby Foods Inc	3327 W 47 St, Chicago, Ill	JW Dickinson
DeSoto Div - Chrysler Corp	6000 Wyoming Ave, Detroit, Michigan	K Bronson
Dodge Div - Chrysler Corp	7900 J Campeau Ave, Detroit, Mich	AE Horne
Doubleday & Co	575 Madison Avenue, NYC	RD Preyer
DuPont Co Inc	Wilmington, Delaware	RA Applegate
Durkee Famous Foods Inc	Union Comm Bldg, Cleveland, Ohio	NB Betzold

E

Thomas Edison Inc	51 Lakeside Ave, W Orange, NJ	JE Sloane
Electric Auto-Lite Co	Champlain & Mulbery Sts, Toledo, O	DB Seem
Elgin Watch Case Co	853 Dundee Ave, Elgin, Ill	WD Evans
Elizabeth Arden Inc	681 Fifth Avenue, NYC	J Doherty
Emerson Radio Corp	111 Eighth Avenue, NYC	S Abrams
Esso Standard Oil Co	15 West 51 St, NYC	RM Gray
Ethyl Corp	100 Park Ave, NYC	RB Weston
Eversharp Inc	350 Fifth Avenue, NYC	EE Felton

F

Fels & Co	73rd & Woodland Ave, Philadelphia	WN Connelly
Firestone Tire & Rubber Co	1200 Firestone Pkwy, Akron, Ohio	AJ McGinnis
Florida Citrus Comm	Citrus Center Bldg, Lakeland, Fla	M Walker
Florsheim Shoe Co	541 W Adams St, Chicago, Ill	MF Maher
Ford Div - Ford Motors	PO Box 608, Dearborn, Michigan	GC Eldridge
Franco-American Prods	100 Market St, Camden, NJ	JR Johnson
Franklin Baker Div-Gen Foods	Hoboken, NJ	HR Conklin
Frigidaire	300 Taylor St, Dayton, Ohio	FH Peters

[illegible]

Coopwall Corp Co
[illegible]
Corner Drug Stores Div
[illegible]
Cotton Mills Inc
[illegible]
Crown Co
[illegible]
Cruver Products Inc
[illegible]
[illegible]
[illegible]
Chevrolet Div - Gen Motors
[illegible]
[illegible]
[illegible]

G

Gallo Winery	Modesto, California	N Shaver
General Baking Co	420 Lexington Avenue, NYC	AW Stone
General Electric Corp	S Lawrence St, Bloomfield, NJ	PP Hoppin
General Electric Corp	Nela Park, Cleveland, Ohio	WH Robinson
General Electric Corp	1 River Rd, Schenectady, NY	HL Nicol
General Foods Corp	200 Park Avenue, NYC	R Matthews
General Mills Inc	400 2nd Ave, Minneapolis, Minn	H Cox
General Motors Corp	GM Bldg, Detroit, Michigan	SD Hopkins
General Shoe Corp	111 7th Ave, Nashville, Tenn	M Benson
General Tire & Rubber	1708 Englewood Ave, Akron, Ohio	RH Harrington
Gerber Prods	Fremont, Michigan	C Wilkins
Gillette Safety Razor	15 W 1st St, Boston, Mass	JJ Lambert
BF Goodrich Co	500 S Main St, Akron, Ohio	FT Tucker
Goodyear Tire & Rubber	1144 E Market St, Akron, Ohio	LE Judd
Great A&P Tea Co	420 Lexington Ave, NYC	FW Buxton
Green Giant Co	1100 Summit Ave, LeSeuer, Minn	WH Patten
Grove Labs Inc	2630 Pine St, St Louis, Mo	R Piggot
Gruen Watch Co	Time Hall, Cincinatti, Ohio	BM Kliman
Gulf Oil Co	PO Box 1166, Pittsburgh, Pa	WE Demody

H

Hamilton Watch Co	Columbus Ave, Lancaster, Pa	R Waddell
Harriet Hubbard Ayer	505 Park Avenue, NYC	DN Jones
Hawaiian Pineapple Co	215 Market St, San Francisco	K Boucher
Hazel Bishop Inc	745 Fifth Avenue, NYC	N Jay
HJ Heinz	1062 Progress St, Pittsburgh, Pa	J Phillips
Herbert Tareyton Div	111 Fifth Avenue, NYC	AR Stevens
Hoffman Beverage Corp	400 Grove St, Newark, NJ	JF Wilson
Hollywood Candy Co	Chestnut St, Centralia, Ill	FT Egan
Geo Hormel & Co	Austin, Minn	CJ Morris
Hudnut Sales Co	113 W 18th St, NYC	DL Bryant
Hudson Motor Car Co	1260 E Jefferson Ave, Detroit	GR Browder
Hunt Foods Inc	PO Box 491, Fullerton, Calif	F Oxahart

I

Int'natl Business Machine	590 Madison Avenue, NYC	HT Rowe
International Harvester	180 N Michigan Ave, Chicago	WO Maxwell
International Nickel Co	67 Wall St, NYC	RL Lloyd
Ironrite Co	332 Class Ave, Mt Clemens, Mich	D Sierk
Italian Swiss Colony	781 Beach Ave, San Francisco	JS Emmart

J

Jergens Co	2535 Spring Grove, Cincinatti	CT Birch
Johns-Manville Co	22 East 40 St, NYC	AK Higbee
Johnson & Johnson	New Brunswick, NJ	EG Gerbic
WA Johnston & Co	4500 Belmont Ave, Chicago, Ill	FH Hanscom

K

Kaiser-Frazer Corp	Willow Run, Michigan	W DeMartini
Kellogg Co	Porter St, Battle Creek, Mich	H List
Kelvinator Div	14250 Plymouth Rd, Detroit, Mich	JC Bonning

G

[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]

Knomark Mfg Co	330 Wythe Ave, Brooklyn, NY	A Abrams
Knox Gelatine Co	13 Knox Ave, Johnstown, NY	WC Bittel
Kraft Foods Co	500 Peshtigo Court, Chicago, Ill	JH Platt

L

Lady Esther Ltd	7171 W 65 St, Chicago, Ill	H Wilson
Lambert Co	930 Newark Ave, Jersey City, NJ	ET Williams
Lehn & Fink Prod Corp	445 Park Avenue, NYC	W Hausberg
Lever Bros	80 Varick St, NYC	JR Allen
Libby Glass Div	Ash St, PO Box 919, Toledo, Ohio	C Fuster
Libby, McNeil, Libby	Union Stockyards, Chicago, Ill	A Rogers
Thomas Lipton Co	1500 Hudson St, Hoboken, NJ	WB Smith

M

M&M Ltd	200 N 12 St, Newark, NJ	C White
MacFadden Pub	205 East 42 St, NYC	JL Mitchell
Magnavox Co	2136 Bueter Rd, Fort Wayne, Ind	LK Hagaman
Mars Inc	2019 N Oak Park Place, Chicago	VH Gies
Mason & Maggenheimer	Old Country Road, Mineola, NY	FE Maggenheimer
McKesson & Robbins Inc	155 East 44 St, NYC	DC Berry
Mennen Co	345 Central Ave, Newark, NJ	LV Colson
Metropolitan Life Ins Co	1 Madison Avenue, NYC	RC Durham
Miles Labs Inc	1127 Myrtle Ave, Elkhart, Ind	HS Thompson
Miller Brewing Co	4002 W State St, Milwaukee, Wis	VS Mullen
Minn Mining & Mfg Co	900 Fauquier Ave, St Paul, Minn	CO Moosbrugger
Minute Maid Corp	488 Madison Avenue, NYC	JW Rayen
Mohawk Carpet Mills	Lyon St, Amsterdam, NY	HP Hildreth
Jules Montenier Inc	417 N State St, Chicago, Ill	WR Wright
Manhattan Soap Co	441 Lexington Avenue, NYC	A Tarr

N

Nash Motors Div	14250 Plymouth Rd, Detroit, Mich	JB Huntress
Nat'l Biscuit Co	449 W 14 St, NYC	G Oliva
Nat'l Dairy Council	111 N Coral St, Chicago, Ill	LH Geil
Nat'l Dairy Prods Corp	230 Park Avenue, NYC	G Gundell
Nesco, Inc	201 N Michigan Ave, Chicago, Ill	FR Johlie
Nestle Co	Colorado Springs, Colorado	P Flagler
Nestle Chocolate Co	60 Hudson St, NYC	D Cady
NY Stock Exchange	11 Wall St, NYC	R Boylan
Norge Div	Merchandise Mart, Chicago, Ill	HL Clary
Norwich Pharmacal Co	Eaton Ave, Norwich, NY	J Alden

O

Oldsmobile Div - GM	Townsend St, Lansing, Michigan	GR Jones
Owens-Corning Fibreglass	Nickolas Bldg, Toledo, Ohio	DJ Fluge

P

Pabst Sales Co	221 N LaSalle St, Chicago, Ill	N Perlstein
Packard Motor Car Co	1580 E Grand Blvd, Detroit, Mich	HW Hitchcock
Pan Amer World Airways	135 East 42 St, NYC	ME Stone
Parke-Davis Co	McDougall St, Detroit, Michigan	RG Sickels
Parker Pen Co	Court & Division Sts, Janesville, Wis	JN Black

Hoosier Mfg. Co.	[illegible]	
Lux Fashions Co	520 Wythe Ave, Brooklyn, NY	A Abrams
Mart Shoes Co	12 Park Ave, Tonawanda, NY	WC Ettel
	900 Tribune Court, Chicago, Ill	JM Platt

L

Lady Tender Ltd	7171 W 65 St, Chicago, Ill	B Wilson
Lumbert Co	920 Emmett Ave, Jersey City, NJ	EI Williams
Lord & Tyler Prod Corp	405 Park Avenue, NYC	V Hungerg
Lever Corp	10 Vesey St, NYC	JR Allen
Libby Glass Div	[illegible] St, NW Box 919, Toledo, Ohio	C Fraser
Lipton Mfrs, Libby	Union Stockyards, Chicago, Ill	A Rogers
Thomas Lipton Co	1500 Hudson St, Hoboken, NJ	WD Smith

M

[illegible]	800 N 12 St, Tacoma, Wa	C White
Macfadden Pub	205 East 42 St, NYC	JT Mitchell
[illegible]	2130 Bluffton Rd, Fort Wayne, Ind	JC Hagman
Macro Inc	5013 N Oak Park Place, Chicago	VH Olsen
Madin & Mannenbaum	212 Country Club, Lincoln, Nb	JM Mannenbaum
Magnavox & Robbins Inc	120 East 4th St, NYC	DC Perry
Mangan Co	347 Central Ave, Newark, NJ	LV Colgan
Manufacturers Life Ins Co	1 Madison Avenue, NYC	RC Jordan
Mallo Inc	1127 Wurlitz Ave, Elkhart, Ind	HS Thompson
Miller Inventing Co	[illegible] St, Milwaukee, Wis	WS Miller
Mind Mining & Mfg Co	[illegible] Ave, St Paul, Minn	CO Montgomery
Minnesota Mfg Co	[illegible], NYC	JM Lupton
Monsanto Chemical Co	Lyon St, Cincinnati, Oh	HH Hildreth
Motion Picture Inc	417 W Huron St, Chicago, Ill	WM Wright
Musselman Corp Co	141 Jefferson Avenue, NYC	A Tart

N

Nat Marble Co	1200 Lincoln St, Detroit, Mich	JA Burkes
Nat'l Biscuit Co	[illegible] St, NY	G Olive
Nat'l Dairy Products	111 Broad St, Chicago, Ill	LE Bell
Nat'l Dairy Prod Corp	[illegible]	G Gwadell
Nesco, Inc	2001 [illegible] Ave, Chicago, Ill	FR Tobin
Nestle Co	[illegible] St, Toledo	P Hagley
Nestle Chocolate Co	50 Madison Ave, NYC	D Cady
NY Shoe Manufg	11 Wall St, NYC	R Boylen
[illegible] Div	Merchandise Mart, Chicago, Ill	HE Dixey
Norwich Pharmacal Co	Eaton Ave, Norwich, NY	J Allen

O

Oldsmobile Div - GM	Lovejoy St, Lansing, Michigan	GR Jones
Owens-Corning Fiberglas	[illegible] Bldg, Toledo, Ohio	DV Fluge

P

Pabst Sales Co	301 [illegible] St, Chicago, Ill	B Forstein
Packard Motor Car Co	1500 [illegible] Blvd, Detroit, Mich	HV Hirschock
Pan Amer World Airways	[illegible] St, NYC	HE Evans
Paramount Co	[illegible] Hill Rd, Dearborn, Michigan	RG Sidwela
Parker Pen Co	Janesville Mfg Div, Janesville, Wis	JM Black

JC Penney Co Inc	330 West 34 St, NYC	JC FitzRandolph
Dr Pepper Co	5523 Mockingbird Lane, Dallas, Tex	AH Caperton
Pepsi-Cola Co	3 West 57 St, NYC	SH Wheeler
Pepsodent Div - Lever Bros	505 Park Avenue, NYC	R Underwood
Personna Blades Co Inc	43 West 57 St, NYC	M Kushell
Pet Milk Sales Corp	808 Olive St, St Louis, Mo	CJ Hibbard
Peter Paul Inc	N Haven Road, Naugatauk, Conn	E Plowe
Petri Wine Co	San Francisco, Calif	HD Smith
Pharma-Craft Corp	405 Lexington Avenue, NYC	TJ Morrissey
Philco Corp	Tioga & C Sts, Philadelphia, Pa	J Gilligan
Philip Morris Co	100 Park Avenue, NYC	PH Gorman
Pillsbury Mills Inc	Pillsbury Blvd, Minneapolis	ME Cock
Planters Nut & Choc Co	632 N Main St, Wilkes-Barre, Pa	M Peruzzi
Plymouth Div - Chrysler Corp	6334 Lynch Rd, Detroit, Mich	HB Herberling
Ponds Extract Co	60 Hudson St, NYC	FH Orr
Pontiac Motors Div - GM	196 Oakland Ave, Pontiac. Mich	BB Kimball
Procter & Gamble	6th & Main, Cincinnati, Ohio	WR Chase
Prudential Ins Co	Independence Sq, Philadelphia	H Edel
Penick & Ford Ltd	420 Lexington Avenue, NYC	CF Fleischmann

Q

Quaker Maid Prods	420 Lexington Avenue, NYC	LH Gillespie

R

Radio Corp of America	201 N Front St Bldg, Camden, NJ	J Toney
Ralston-Purina Co	835 S 8 St, St Louis, Mo	GM Phillpott
Reddi-Whip Inc	640 N Michigan Ave, Chicago, Ill	E Theile
Remington Rand	315 Fourth Avenue, NYC	SH Ensinger
Revlon Prods Corp	745 Fifth Avenue, NYC	HA Vogel
Rexall Drug Co	8480 Beverly Blvd, Los Angeles	CW Carey
Reynolds Metal Co	2500 53 St, Louisville, Ky	CW Ruth
Reynolds Tobacco Co	Main & 4th Sts, Winston-Salem, NC	WT Smither
Richfield Oil Co	542 Fifth Avenue, NYC	BN Pollak
Riggio Tobacco Corp	360 Furman Ave, Brooklyn, NY	FV Riggio
Ronson Art Metal Works	1 Aronson Sq, Newark, NJ	H Lane
Helena Rubenstein	655 Fifth Avenue, NYC	S Fox

S

Safeway Stores Inc	4th & Jackson Sts, Oakland, Calif	EF Becker
Sat Eve Post(Curtis Pub)	Independence Sq, Philadelphia, Pa	J Veckley
Schenley Industries	350 Fifth Avenue, NYC	SD Hesse
Schick Inc	45 Garden St, Stamford, Conn	SD Moorman
Schlitz Brewing Corp	235 W Galena St, Milwaukee, Wis	T Rosenak
Scott Paper Co	Market St, Chester, Pa	HC Pardee
Seeman Bros	121 Hudson St, NYC	R Ensko
Seiberling Rubber Co	Akron 9, Ohio	JA Fouche
Seven-Up Co	1316 Delmar St, St Louis, Mo	JM Thul
Shell Oil Co	50 West 50 St, NYC	CW Shugert
Simmons Co	1 Park Avenue, NYC	JW Hubbell
Simoniz Co	2100 Indiana Ave, Chicago, Ill	CV Lipps
Sinclair Refining Co	630 Fifth Avenue, NYC	JJ Delaney
Singer Sewing Machine Co	149 Broadway, NYC	HH Horton

AC Tenney Co Inc	330 West 34 St, NYC	JC Fitzhardolph
Ar Jasper Jr	2323 Monticello Lane, Dallas, Tex	AH Jasperson
Aspel-Ni Co	3 West 57 St, NYC	EE Wheeler
President Div - Lever Bros	307 Park Avenue, NYC	R Underwood
Jerrcoma Blades Co Inc	42 West 39 St, NYC	M Kimball
Pet Milk Sales Corp	408 Olive St, St Louis, Mo	CG Hubbard
Peter Paul Inc	2 Lever Road, Westport, Conn	E Howe
Peter Hine Co	Sun Francisco, Calif	HD Smith
Pharma-Craft Corp	500 Berlington Avenue, NYC	AA Morrissey
Philco Corp	Tioga & C Sts, Philadelphia, Pa	J Gilligan
Philco Morris Co	100 Park Avenue, NYC	FH German
Philsbury Mills Inc	2 Pillsbury Bldg, Minneapolis	MC Koch
Pillsbury & Tree Co	2012 N Main St, Milwaukee, Wis	H Fermel
Plymouth Div - Chrysler Corp	6300 Lynch Rd, Detroit, Mich	JR Herberling
Pogue Durrell Co	Co Madison St, NYC	PH Orr
Porcelain Products Div - GM	3400 Oakland Ave, Indian, Mich	RC Kimball
Proctor & Gamble	6th & Main, Cincinnati, Ohio	WP Chase
Prudential Ins Co	Independence Sq, Philadelphia	H Ehl
Pyramid Film Ltd	420 Lexington Avenue, NYC	CE Sidebottom

Q

Quaker Maid Foods	420 Lexington Avenue, NYC	LM Guildenpie

R

Radio Corp of America	Camden-Harrison, NJ	J Copey
Ralston-Purina Co	835 S 4th St, St Louis, Mo	GM Pfeifpott
Rayco Inc	400 N Michigan Ave, Chicago, Ill	R Tuttle
Rayon Sales	444 Madison Avenue, NYC	JM Kissinger
Revlon Products Corp	1 Park Avenue, NYC	DA Vogel
Reynolds Co	2400 Sunset Blvd, Los Angeles	CL Corey
Reynolds Metal Co	2500 Co St, Louisville, Ky	GM Kirk
Reynolds Tobacco Co	Main & 4th Sts, Winston-Salem, NC	WT Gulther
Richfield Oil Co	555 Fifth Avenue, NYC	R Miller
Richard Toledo Corp	200 Lenox Ave, Jamaica, NY	RV Hodgin
Roman Art Metal Works	1 Anderson Co, Newark, NJ	H Lane
Rubens Rubberleg	555 Ninth Avenue, NYC	S Fox

S

Safeway Stores Inc	4th & Madison Sts, Oakland, Calif	ET Bocker
Saint Bro Tobacco Co (Ky)	Independence Sq, Philadelphia, Pa	J Vehley
Schenley Industries	420 Fifth Avenue, NYC	SD Deaes
Schick Inc	4th Gordon St, Stamford, Conn	SD Hoosen
Scott Paper Co	225 W Oglesby St, Hillsdale, Mich	T Rosenak
Sears Roebuck	Market St, Chester, Pa	RC Pratee
Seagram Bros	641 Madison St, NYC	S Snaks
Sealtest Products Corp	Avenue D, Ohio	JA Fowler
Shell Oil Co	1400 Olive St, St Louis, Mo	JM Thal
Sherwin Co	101 West 10 St, NYC	CM Chapert
Simmons Co	1 Park Avenue, NYC	JM Kimball
Simonize Co	2400 Lincoln Ave, Chicago, Ill	CV Jaspp
Singer Sewing Machine Co	149 Broadway, NYC	LL Dempsey
	1400 Broadway, NYC	HM Sutton

Snow Crop Marketers	445 Park Avenue, NYC	HT Hamilton
Socony Vacuum Oil Co	26 Broadway, NYC	P Gosman
Speidel Corp	70 Ship St, Providence, RI	HA Rosenquist
Squibb & Sons	745 Fifth Avenue, NYC	C Coffin
Standard Brands Inc	595 Madison Avenue, NYC	DB Stetler
Standard Oil Co(Ind)	910 S Michigan Ave, Chicago	FR Baity
Standard Oil Co(NJ)	30 Rockefeller Plaza, NYC	GH Freyermuth
Sterling Drup Co	1450 Broadway, NYC	JN Cooke
Stewart-Warner Co	1826-52 Diversy Parkway, Chicago	F Hiter
Stokely-Van Camp Inc	941 N Meridan, Indianapolis, Ind	TC Alexander
Stromberg-Carlson	100 Carlson Road, Rochester, NY	SH Manson
Studebaker Corp	Main & Bronson, South Bend, Ind	KB Ellliott
Sun Oil Co	1608 Walnut St, Philadelphia, Pa	S Case
Sunshine Biscuit Co	2910 Thomson Ave, LIC, NY	NB Smith
Swift & Co	Union Stockyards, Chicago, Ill	VD Beatty
Sylvania Electric Co	1740 Broadway, NYC	TP Cunningham

T

Texas Company	135 East 42 St, NYC	DW Stewart
Tide Water Assoc Oil Co	79 New Montgomery St, San Francisco	H Deal
Time Magazine	9 Rockefeller Plaza, NYC	HH Phillips
Toni Company	Merchandise Mart, Chicago, Ill	DP Nathanson

U

US Rubber Co	1230 Sixth Avenue, NYC	TH Young
US Shoe Corp	1658 Herald Ave, Cincinatti, Ohio	AB Cohen
US Tobacco Co	630 Fifth Avenue, NYC	PE Popp

V

Vick Chemical Co	122 East 42 St, NYC	RD Waters

W

Wander Co	360 N Michigan Ave, Chicago, Ill	H Johnston
Weco Co	20 N Wacker Dr, Chicago, Ill	OB Lyon
Welch Grape Juice Co	55 Fifth Avenue, NYC	B Collier
Wesson Oil Co	210 Baronne St, New Orleans, La	FW Tamke
Westinghouse Electric Corp	246 East 4 St, Mansfield, Ohio	JR Clemens
Westinghouse Electric Corp	511 Wood St, Pittsburgh, Pa	HJ Deines
JB Williams Co	Glastenbury, Conn	WE Neagle
Willys Overland Motors	Wolcott Blvd, Toledo, Ohio	H Swan
Wine Growers Guild	Lodi, California	WH Shaftner
Wm Wrigley Jr Co	410 N Michigan Ave, Chicago, Ill	HL Webster
Wheatena Corp	Elizabeth St, Rahway, NJ	CW Doran

Y

Yardley of London	620 Fifth Avenue, NYC	N Nastin

Z

Zenith Radio Corp	6001 W Dickens Ave, Chicago, Ill	DH Grigsby

ARTISTS' REPRESENTATIVES AND CASTING AGENCIES

Affil Artists*	20 East 53	PL	3-1862
Agents TV Corp*	724 Fifth	JU	2-3885
Nicholas Agneta	1270 Sixth	CO	5-0232
Maxwell Aley	342 Madison	MU	2-6447
Laura Arnold	545 Fifth	MU	2-2795
Artists Mgt	200 West 57	PL	7-2157
Ted Ashley*	545 Fifth	MU	7-0576
Assoc Artists	117 West 48	PL	7-6592
Assoc Booking	745 Fifth	PL	9-4600
Baum-Newborn*	11 West 42	BR	9-6377
V S Becker	562 Fifth	LU	2-1040
Jack Bertell	745 Fifth	PL	9-5260
Milt Blackstone	1697 Bway	JU	6-2756
Briscoe,Goldsmith*	522 Fifth	MU	2-6244
Jane Broder*	40 East 49	MU	8-0960
Chamberl'n Brown	145 West 45	LU	2-2207
Bernard Burke	48 West 48	PL	7-4540
Casting Consltnts*	595 Madison	MU	8-4222
Robt Christopher**	23 West 68	TR	3-1441
Deborah Coleman	1674 Bway	PL	9-1803
Columbia Concerts*	113 West 57	CI	7-6900
Darrow Agency*	681 Fifth	PL	3-0871
Jack Davies	48 West 48	PL	7-1880
Sara Enright	234 West 44	LA	4-8553
Ethnic World	125 Chstphr	WA	9-4488
Famous Artists	610 Fifth	CI	7-6200
Foley & Gordon	ShermSq Htl	SU	7-5677
Art Ford	129 West 52	CO	5-8285
Dorothy Gabriel	501 Madison	EL	5-1076
Blanche Gaines**	40 East 49	PL	9-8266
Gale Agency	48 West 48	PL	7-7100
Jay Garon	342 Madison	MU	2-6447
General Artists	1270 Sixth	CI	7-7550
John E Gibbs**	30 Rock Pl	PL	7-5959
Joseph Gidding	111 East 64	RE	4-6837
Joe Glaser	745 Fifth	PL	9-4600
Lew & Leslie Grade	250 West 57	JU	6-4190
Abner Greshler	1270 Sixth	CI	7-3025
Al Grossman	1270 Sixth	CI	5-8422
Sylvia Hahlo	113 West 57	JU	6-2731
Mark Hanna	654 Madison	TE	8-8730
Hartford Agency*	18 East 48	PL	3-6500
Horace Heidt	100 Park	OR	3-3240
Frances Hidden	350 Fifth	CH	4-1376
West Hooker	30 Rock Pl	JU	2-3026
Howard Hoyt	11 West 42	LA	4-0089
Carleton Hub*	1674 Bway	CO	5-4231
Miles Ingalls	Hotel Astor	JU	6-3000
Int'l Artists	420 Madison	PL	9-7490
Sam Jaffe	38 East 57	PL	9-6693
May Johnson	745 Fifth	PL	9-2991
Bertha Klausner**	130 East 40	MU	5-2642
Lucy Kroll	119 West 57	PL	7-4250
Ken Later*	65 West 54	PL	7-6964
Mark Leddy*	48 West 48	JU	6-2760
Lee-Harris-Draper	113 West 57	JU	6-4180
Lex Exchange	595 Fifth	LE	2-1100
Liebling-Wood	551 Fifth	VA	6-3714
MCA	598 Madison	PL	9-7500
Metrop Artst Corp*	405 Lex	OR	9-3930
William McCaffrey	501 Madison	EL	5-1076
William Morris	1740 Bway	JU	6-5100
Majorie Morrow *	1501 Bway	CH	4-0644
NCAC	711 Fifth	PL	9-6000
Meyer North	1564 Bway	PL	7-3445
Earl S Peed*	119 West 57	PL	7-3726
Lucille A Philips	1674 Bway	CI	7-3264
Barron Polan	444 Madison	PL	9-4727
Pop Concert Artists	250 West 57	PL	7-3396
Max Richard*	1776 Bway	PL	7-6414
Robbins Brothers	67 West 44	MU	7-2033
Frances Robinson	220 West 42	WI	7-2308
Jerry Rosen	48 West 48	PL	7-6185
Gloria Safier	457 Madison	MU	8-3950
James L Saphier	6 East 45	MU	7-8370
Bernard Schubert	509 Madison	MU	8-0940
Louis Shurr	1501 Bway	CH	4-8240
Paul Small	535 Fifth	MU	7-0606
Maeve Southgate**	25 West 9	GR	3-1308
Talent Assoc*	150 East 52	PL	3-1030
Talent Reps Inc.	1650 Bway	PL	7-6866
Ward-Kemp	11 East 44	MU	7-6561
A Waters & B Brooks	229 West 42	BR	9-9778
Henry W Wiese	1674 Bway	CO	5-1930
Peter Witt	37 West 57	PL	9-7966
Writers for TV**	141 East 44	MU	7-1230
Jules Ziegler	545 Fifth	MU	2-2080
Kaie Deei(Oriental)	1697 Bway	CO	5-3624

PUBLICITY FIRMS SPECIALIZING IN RADIO & TV

David Alber	654 Madison	TE	8-8300
Sid Ascher	33 West 42	LO	5-6396
Buddy Basch	17 East 45	MU	7-8351
Bayne-Zussman	400 Madison	PL	3-5755
Bennett & Pleasant	43 West 51	EL	5-4147
Demby & Co	34 East 51	PL	9-2495
Erbe-Maybruck	595 Madison	PL	9-8250
George Evans Assoc	251 West 57	CI	6-2765
Earle Ferris	40 East 49	PL	9-2846
David Green	280 Madison	LE	2-6404
Steve Hannagan	247 Park	PL	5-2900
Marvin Kohn	234 West 44	BR	9-8458
Arthur Miller	40 East 49	EL	5-6098
MooreDreyfusDelynn	624 Madison	PL	3-6971
Earl Peed	119 West 57	PL	7-3726
Joel Preston	140 West 57	JU	2-3618
Rogers & Cowan	Madison Htl	EL	5-5000
George Ross	152 West 42	BR	9-5906
Ruder & Finn	32 East 68	TR	9-3600
Hal Salzman	2 West 46	JU	6-4300
Lee Solters	52 West 53	PL	8-0265
Ben Sonnenberg	247 Park	PL	5-2200
Robert Taplinger	680 Fifth	PL	7-8040
D Tabet, W Keefe	10 Rock Pl	JU	6-1489

ATTIC Artists*	20 East 57	PL 3-1252	
Aquatic Dancing*	724 Fifth	JU 6-0595	
Nicholas Arcadia	1470 Sixth	CO 5-0252	
Barney's Alley	319 Madison	MU 6-6941	
Laura Ballard	203 Fifth	[illegible]	
Artists Alley	200 West 57	PL 7-1452	
Ted Adler	545 Fifth	[illegible]	
Avenue Artists	114 West 48	PL [illegible]	
Adams Studios	145 Fifth	PL 9-4000	
Bernard Studios	1 West 52	[illegible]	
Y. [illegible]	[illegible]	[illegible]	
[illegible]	[illegible]	[illegible]	
Ted Adler	[illegible]	[illegible]	
Avenue Artists	[illegible]	[illegible]	
Adams Studios	[illegible]	[illegible]	
Bernard Studios	[illegible]	[illegible]	
Y. [illegible]	[illegible]	[illegible]	
[illegible]	[illegible]	[illegible]	
Hilly Studios	1027 Broadway	[illegible]	
[illegible] Gold[illegible]*	[illegible]	[illegible]	
Jane Brooks	[illegible] West 4[illegible]	[illegible]	
Gallery [illegible]	[illegible] West [illegible]	[illegible]	
Bernard Studios	[illegible] West [illegible]	[illegible]	
Carlos Studios*	[illegible] West [illegible]	[illegible]	
Studio [illegible]	[illegible] West [illegible]	[illegible]	
[illegible]	[illegible] West [illegible]	[illegible]	
[illegible]	[illegible] West [illegible]	[illegible]	

PUBLICITY OUTLETS

Advertising Age	11 East 47	MU 8-0073	Maurine Christopher
Associated Press	50 Rock Pl	PL 7-1111	Wayne Oliver
Billboard	1564 Bway	PL 7-2800	Joe Csida, Sam Chase, Leon Morse
Broadcasting	488 Madison	PL 5-8355	Bruce Robertson
Cue Magazine	6 East 39	LE 2-5300	Philip Minoff
Daily Mirror	235 East 45	MU 2-1000	Nick Kenny
Daily News	220 East 42	MU 2-1234	B Gross, E Sullivan, S Shalit, D Walker
Film Daily	1501 Bway	BR 9-7117	Winfield Andrus
Film World	75 West 45	CI 6-9159	David A Bader
Hwood Reporter	229 West 42	WI 7-2470	Jack Harrison
INS	235 East 45	MU 7-8800	Robert Reid
Life Magazine	9 Rock Pl	JU 6-1212	Gene Cook
Look Magazine	488 Madison	MU 8-0300	Mary Scott Welch
Newsweek	152 West 42	BR 9-6700	Joan Walker
N. Y. Her-Trib	230 West 41	PE 6-4000	John Crosby, Joe Kaselow
N. Y. Journ-Am	220 South St	CO 7-1212	Jack O'Brian
N. Y. Post	75 West St	WH 4-9000	Rex Lardner, Earl Wilson
N. Y. Times	229 West 43	LA 4-1000	Jack Gould, Val Adams, Sid Lohman
N. Y. World-Tel	125 Barclay	BA 7-3211	Charles Sievert, Harriet Van Horne
Printers Ink	205 East 42	MU 3-6500	Richard Bruner
Radio Daily	1501 Bway	WI 7-6336	Frank Burke, Ted Green
Radio-TV Mirror	205 East 42	LE 2-9050	Frances Kish
Ross Reports on TV	551 Fifth	MU 2-5910	Wallace A. Ross
Saturday Review	25 West 45	JU 2-0220	Goodman Ace, Robert Louis Shayon
Sponsor Magazine	510 Madison	MU 8-2772	Charles Sinclair, Frank Rasky
Televiser Mag	1780 Bway	PL 7-3723	Bob Harris
Television Mag	600 Madison	PL 3-3671	Frederick Kugel
Tide Magazine	232 Madison	MU 3-7700	Morgan Browne
Time Magazine	9 Rock Pl	JU 6-1212	Jean Sulzberger
TV Digest	1515 Conn Ave	Wash 6 DC	Martin Codel
TV Guide	251 West 42	BR 9-0050	Harold B Clemenko
TV Star Parade	295 Madison	MU 3-8191	Diana Lurvey, Joyce Viventi
TV Screen	9 West 57	PL 9-7272	Gertrude Greer
United Press	220 East 42	MU 2- 400	John Maddigan
Variety	154 West 46	LU 2-2700	Bert Briller, Bob Stahl, George Rosen

RESEARCH ORGANIZATIONS

(Where N.Y. Office, it is listed)

Advertest	133 Albany St, N, Bruns, NJ	CH 7-1564	Richard Bruskin
Advt. Res Bureau	705 Central Bldg, Seattle, Wash	Eliot 4489	Dr F E Baker
Amer Res Bur	1054 Natl Press Bldg, Wash, DC	RE 6002	James Seiler
Audience Res	37 Hulfish St, Princeton, NJ	PR 335	Dr G Gallup
B'Cast Meas Bur	270 Park Ave, NYC	MU 8-4310	Kenneth H Baker
Coffin, Cooper, Clay	PO Box 6934, Los Angeles, Calif	CU 3-3149	Joe Coffin
C E Hooper	10 East 40 St, NYC	LE 2-3000	C E Hooper
Marketscope	156 Washington St, Newark, NJ	MI 2-1753	R E Spinner
A C Nielsen	500 Fifth Ave, NYC	PE 6-2850	Albert Wharfield
Psychological Corp	522 Fifth Ave, NYC	MU 2-2145	Dr A D Freiberg
The Pulse	15 West 46 St, NYC	JU 6-3316	Sydney Roslow
Elmo Roper	30 Rock Pl, NYC	PL 7-4900	Elmo Roper
N C Rorabaugh	347 Madison Ave, NYC	MU 6-2193	N C Rorabaugh
Ross Federal Res	2 West 45 St, NYC	VA 6-0600	S W Sheetz
Ross Reports	551 Fifth Ave, NYC	MU 2-5910	Wallace A Ross
Schwerin Research	2 West 46 St, NYC	LU 2-4690	Horace Schwerin
Sindlinger & Co	Lewis Tower, Phila, Pa	KI 6-0930	A E Sindlinger
Daniel Starch	420 Lexington Ave, NYC	LE 2-6622	Daniel Starch
TV Forecast	185 No Wabash, Chicago, Ill	FR 2-6931	Lester Vihon
Trendex	347 Madison Ave, NYC	MU 4-4328	Bob Rogers, Ed Hynes
Videodex Inc	342 Madison Ave, NYC	MU 7-8837	Allan V Jay

-SUBSCRIPT OFFICES-

Advertising Age	313 East 40	MU 3-0077	Dorothy Ulrichsohn
Associated Press	50 Rockefeller Pl	PL 7-1111	Wayne Oliver
Broadcasting	1501 Broadway	PL 7-8080	Wayne Cornell, Sam Chase, Leon Morse
Business Week	330 Madison	PL 7-5320	Arthur Robertson
Chem Week	330 West 42	CI 6-2700	Dorothy Hunert
Chem Engineering	330 West 42	MU 2-1050	Philip Kemp
Chem Week	330 East 42	MU 2-1234	Andrews, E O'Sullivan, R O'Neill, D Walker
Chem Daily	1501 Broadway	MU 6-7111	Marshall Mudge
Food World	15 Park Ave	CH 4-8125	Mark A Baker
Food Processor	330 Madison Ave	MU 1-8410	Mark Sarvision
Food	330 East 42	MU 7-5000	Robert Reid
Iron Age	205 East 42	CO 6-2121	Arthur Osborn
Food Engineering	330 Madison	MU 3-7000	Mary Jacobs Welch
Hardware	330 West 42	MU 3-0100	John Walker
Electr. Ser-Instr	330 West 42	EL 4-6000	John Wheeler, Tom Kessler
Electr. Manufac	330 East 42	CO 7-1212	Frank O'Brien
Electr. Week	75 Park Ave	MU 4-8000	Karl Dallas, Paul Wilson
Am. Times	330 West 42	LA 4-1000	Frank Gamble, Wm. Hallman
Nat. Petrol-Tel	330 Madison		Charles Lawrence, Harold Van Horne
Publication	205 East 42	MU 2-4200	Gerald Turner
Radio Daily	1501 Broadway	CI 6-6200	Arthur Lubin, Ted Alnoch Brooklin
Radio-TV Mirror	205 East 42	CO 5-8000	Frederick Hill
Broadcasting on TV	1501 Broadway	PL 7-8080	Philip A. Kessler
Radio Daily	1501 Broadway	PL 7-8080	Robert Coldsmith
Review Magazine	330 Madison	MU 3-4700	Charles Ferguson, Frank Tandy
Radiotechny	1700 Broad	PL 7-7125	Bob Martin
Refrigeration Day	600 Madison	PL 5-6200	Frederick Angelo
Radio Manufacturer	292 Madison	MU 3-1700	Morgan Johnson
Superintendent	10 Rock Pl	CI 6-8000	Sean Dollinger, Albert Martin
Steamship	1515 Broadway	MU 6-0100	Martin Podel
Tex Chem	205 East 42	MU 9-0050	Harold A Glenzenke
Tel Electronics	205 Madison	MU 3-8181	Diana Lerner, Joyce Newman
The Tender	10 East 40	MO 7-7272	Gerald Green
Tele Broadcasting	500 Park Ave	MU 2-4400	Jean Mullins
Tele Topics	270 Madison	TN 2-7100	Dave Tillman, John Kelly, Robert Rosen

-SUBSCRIPT CORRESPONDENTS-

Advertising Publications	2 West Jackson Blvd, Chicago, Ill		J. K. Hallinger
Advertising Outlook	15 Gallatin St, N. Canton, O	CH 2-1202	Gerald Brandin
Advertising Outlook	700 Commercial Bldg, Cleveland, Ohio	TO 6-4000	Paul E. Boyer, Jr. Lynne
Advertising Age	1635 Merch Trade Bldg, Dallas, Tex	RAN 7-5000	Jerry Lewis
Aeronautics News	32 Washington St, Kingston, NY	MA 1-7500	Mr. C Gelling
Business Week	1700 Penobscot Bldg, Detroit	WO 8-4310	Kenneth H Baker
Chem Week	20 Bay- Cliff, Los Angeles, Calif	CU 3-3149	Joe Curtis
C W Cooper	10 East 40 St, NYC	LE 2-7000	C E Hooper
Marketscope	136 Washington St, Newark, NJ	MI 2-1733	F R Gulmer
A C Nielsen	500 Fifth Ave, NYC	PE 6-8850	Albert Wheatfield
Psychological Corp	522 Fifth Ave, NYC	MU 2-2145	Dr A D Freiberg
Sales Engineering	15 West 16 St, NYC	AL 6-5316	Sidney Foster
Sales Power	30 Park St, NYC	PL 7-4900	Mike Roger
R G Rorabaugh	347 Madison Ave, NYC	MU 6-2195	M C Rorabaugh
Home Federal Fed	2 West 45 St, NYC	YA 6-6800	S W Sheets
Home Magazine	521 Fifth Ave, NYC	MU 2-5010	Wallace A Moss
Sylvania Research	2 West 46 St, NYC	LT 2-1500	Horace Bolwerin
Stallinger & Co	Lewis Tower, Phila, Pa	KI 6-0300	A E Stallinger
Retail Czech	420 Lexington Ave, NYC	EM 2-6622	Daniel Starch
TV Forecast	185 No Wabash, Chicago, Ill	FR 2-6221	Lester Vihon
Tuesday	347 Madison Ave, NYC	MU 4-4328	Bob Rogers, Ed Hymen
Tuesday Inc	342 Madison Ave, NYC	MU 7-6227	Allen V Jay

LABOR UNIONS
(N.Y. offices where they exist)

ACTORS EQUITY ASSN(AEA) - AFL	45 West 47 St, NYC	PL 7-7660
Louis Simon - Exec Sec'y		
AMER FED OF MUSICANS(AFM) - AFL	570 Lexington, NYC	PL 8-0600
James C Petrillo - Nat'l Pres		
LOCAL 802, Samuel Suber - Pres	1265 Sixth Ave, NYC	CI 7-6480
AMER FED OF RADIO ARTISTS(AFRA) - AFL	17 West 44, NYC	VA 6-1810
Knox Manning - Nat'l Pres		
A Frank Reel - Nat'l Exec Sec'y		
Alan Bunce - Local Pres		
AMER GUILD OF MUSICAL ARTISTS(AGMA) - AFL	276 West 43, NYC	LO 5-7508
Lawrence Tibbett - Pres		
Hyman R Faine - Exec Sec'y		
AMER GUILD OF VARIETY ARTISTS(AGVA)	1697 Bway, NYC	CI 6-7130
Georgie Price - Pres		
Henry Dunn - Nat'l Admin Sec'y		
FOUR A'S - AFL	45 West 47 St, NYC	PL 7-7660
Paul Dullzell - Int'l Pres		
AUTHORS LEAGUE OF AMERICA	6 East 39 St, NYC	MU 9-4950
Oscar Hammerstein - Pres		
Luise M Sillcox - Exec Sec'y		
Evelyn F Burkey - Asst Exec Sec'y &TV Consultant		
CHORUS EQUITY ASSN(CEA) - AFL	701 Seventh Ave, NYC	CI 5-6054
Ben Irving - Exec Sec'y		
INT'L ALL'NCE OF THTRCL STAGE EMPLOYEES(IATSE) - AFL	630 Fifth Ave, NYC	CI 5-4370
Richard Walsh - Int'l Pres		
William P Raoul - Gen Sec'y-Treas		
INT'L BROTHERHOOD OF ELECTRICAL WORKERS(IBEW) - AFL	1200 15 St, NW,Wash,DC	DI 3764
D W Tracy - Int'l Pres		
J Scott Milne - Int'l Sec'y		
NAT'L ASSN OF BDCSTING ENGNRS & TECHNCNS(NABET)	80 E JacksonBlvdChiIll	WA 2-2462
J R McDonnell - Pres		
George Maher - Exec Sec'y		
NAT'L ASSN OF BDCST UNIONS & GUILDS(NABUG)	37 West 46 St, NYC	LU 2-5130
Oliver W Nicoll - Nat'l Chairman		
RADIO WRITERS GUILD (Authors League)	6 East 39 St, NYC	MU 6-5251
Paul Franklin - Pres		
James Stabile - Nat'l Exec Sec'y		
SCREEN ACTORS GUILD(SAG) - AFL	67 West 44 St, NYC	MU 7-4623
Ronald Reagan - Pres		
Mrs Florence Marston - Eastern Rep		
SCREEN CARTOONISTS - AFL - LOCAL 1461	800 Riverside Dr, NYC	TO 7-0124
John Gentilella - Pres		
Pepe Ruiz - Business Agent		
SCREEN DIRECTORS GUILD	133 East 40 St, NYC	MU 3-9680
Jack Glenn - Pres		
SCREEN WRITERS GUILD(affil with Authors League)	1655 N Cherokee, Hwood	HO 9-3601
Valentine Davies - Pres		
Oliver H P Garrett - TV Chairman		
TELEVISION AUTHORITY(TvA)	17 West 44 St, NYC	VA 6-1810
Lawrence Tibbett - Chairman		
George Heller - Nat'l Exec Sec'y		
TELEVISION DIRECTORS GUILD - AFL	114 East 52 St, NYC	PL 9-0949
Dick Mack - Int'l Pres;Newman H Burnett - Nat'l Exec Dir		
UNITED ELEC, RADIO & MACHINE WORKERS OF AMER(UERMWA)	11 East 51 St, NYC	PL 3-1960
Albert J Fitzgerald - Gen Pres; Julius Emspak - Gen Sec'y-Treas		
UNITED SCENIC ARTISTS - LOCAL 1829	234 West 56 St, NYC	CI 6-8023
Howard Bay - Pres;Arne Lundborg - Bus Mgr		

LOCAL UNIONS
(Full, affiliated whole that exist)

ACTORS EQUITY ASSN(AFA) - AFL	165 West 47 St, NYC	NY 7-1560
Lindy Olson - Exec Sec'y		
AMER. INS. OF MINIATURE(AFM) - AFL	570 Lexington, NYC	PL 8-0600
James G Tierelle - Nat'l Pres		
LOCAL 802, Samuel Ember - Pres	1697 Broad Ave, NYC	CI 7-6400
AMER. FED. OF RADIO ARTISTS(AFRA) - AFL	17 West 60, NYC	JU 6-1220
Alan Manning - Nat'l Pres		
A Frank Keel - Nat'l Exec Sec'y		
Alan Bunce - Local Pres		
AMER. GUILD OF MUSICAL ARTISTS(AGMA) - AFL	250 West 57, NYC	JU 2-7700
Lawrence Gilbert - Pres		
Frank G Wells - Exec Sec'y		
AMER. GUILD OF VARIETY ARTISTS(AGVA)	1697 Broad, NYC	CI 6-7120
George Fields - Pres		
Henry Hull - Nat'l Exec Sec'y		
BURL. ASS - AFL	165 West 47 St, NYC	JU 2-7560
Paul Dallanzi - Int'l Pres		
AMERICAN FEDERATION OF LABOR	1 West 39 St, NYC	LA 4-0950
George Meany - Exec Sec'y		
Lane Kirkland - Sec'y-Treas		
Sylvia F Bentley - Asst Exec Sec'y SDV Operations		
CHORUS EQUITY ASSOC(CEA) - AFL	165 Seventh Ave, NYC	CH 2-6060
Jane Lawing - Exec Sec'y		
INTNL ASSN OF THEATRICAL STAGE EMPLOYES(IATSE) - AFL	630 Ninth Ave, NYC	CI 5-4570
Richard Walsh - Int'l Pres		
William P Feeney - Gen Sec'y-Treas		
INTNL MOTION PICTURE PRODUCERS(IMPP) - AFL	1600 Broadway, New York 19	JU6-4
J J Gerry - Int'l Pres		
J Cecil Holmes - Int'l Sec'y		
NATL ASSN OF BROADCAST EMPLOYES & TECHNICIANS(NABET)	80 E 11 Street, New York	
G I Bernhardt - Pres		
George Perry - Exec Sec'y		
SAG'S ASSN OF STAGE DIRECTORS & CHOREOGRAPHERS	37 West 65 St, NYC	LT 8-5150
Gilvey W Nickol - Nat'l Chairman		
SAG'S NATIONAL EXECUTIVE COUNCIL (Ambrosio Gonzales)	1 East 39 St, NYC	MU 6-3021
Paul Draperis - Pres		
Gene Shallie - Int'l Exec Sec'y		
SCREEN ACTORS GUILD(SAG) - AFL	67 West 44 St, NYC	MU 7-4653
Ronald Reagan - Pres		
Ben Alexander - Nat'l Exec Sec'y		
SCREEN CAST'G DIRECTORS - AFL - LOCAL 140	630 Fifth Ave, NYC	CO 7-0060
John Cassidy - Pres		
Pepe Sinz - Business Agent		
SCREEN DIRECTORS GUILD	123 East 48 St, NYC	MU 7-0580
Jack Glenn - Pres		
SCREEN MUSICIANS OF CINEMATOGRAPHY WITH LIVE(Union Leader)	Major C Cameron, Hoboken NJ	
Valentine Sarles - Pres		
Oliver F P Gaskell - Sec'y-Treas		
SINGERS OF AMERICA(SOA)	17 West 46 St, NYC	TR 5-4420
Lorraine Chasney - Chairman		
Georgia Kelly - Nat'l Exec Sec'y		
VARIETY ARTISTS UNITED - AFL	114 East 32 St, NYC	MU 9-0580
John Lack - Int'l Exec Sec'y - Treasurer - Nat'l Exec Dir		
WRITERS GUILD - Int'l Assn of Theatrical & Television Stage Employees(IATSE) 22 East 53 St, NYC		PL 7-1600
Sam H Shaw - Pres - Pres Intern; Jerome Ludwig - Gen Sec'y-Treas		
[illegible] - Local 829	250 West 57 St, NYC	CI 6-4520
Donald Hoy - Executive Secretary - Gen Sec		

INDEPENDENT PACKAGERS ACTIVE IN NEW YORK - "LIVE" & FILM *

Ted Ashley	545 Fifth	MU 7-0576
Atlantic TV *	130 West 46	LU 2-1287
Atlas *	13 West 44	MU 7-5355
Barry-Enright	104 East 40	OR 9-3118
Charles Basch	17 East 45	MU 2-8877
V S Becker	562 Fifth	LU 2-1040
Albert Black	1270 Sixth	CO 5-5885
Milt Blackstone	1697 Bway	JU 6-2756
Cinetel Films *	119 West 57	JU 2-4813
CBS Film Syndi *	501 Madison	PL 5-2000
Commonwealth *	723 Seventh	CO 5-6465
Louis G Cowan	575 Madison	PL 9-3700
DuMont Film Syn *	515 Madison	MU 8-2600
Barry Elliott	516 Fifth	MU 2-3383
Emperor Films*	330 West 42	LO 3-5189
Empire Films *	580 Fifth	PL 7-3770
Explorere Films *	45 West 45	JU 6-4674
Jerry Fairbanks *	157 East 69	TR 9-3352
Foley & Gordon	9 East 45	MU 7-5354
Hardie Frieberg	270 Park	MU 8-0230
Allen Funt *	100 CPS	JU 6-5227
F & W Prodns *	618 Lex	PL 3-7772
G-L Enterp *	270 Park	PL 5-9473
Gainsborough	1440 Bway	CH 4-0626
John Gibbs	30 Rock Pl	PL 7-5959
Harry Goodman **	19 East 53	PL 5-6131
Martin Goodman	65 West 54	JU 6-1180
Goodson-Todman	49 East 52	PL 5-9100
Martin Gosch	14 East 65	TR 9-7060
Harvey & Howe	500 Fifth	WI 7-2000
Hoffberg Films *	620 Ninth	CI 6-9031
Hwood TV Svc *	740 Bway	JU 6-1700
West Hooker	30 Rock Pl	JU 2-3026
Harold Huber	Wm Morris	JU 6-5100
Hyperion *	1564 Bway	JU 2-2928
Charles Irving	130 East 61	TE 8-7023
Carol Irwin	277 Park	PL 5-7244
Robert Jennings	53 West 53	JU 6-0711
Roger Kay	666 Fifth	MU 8-2164
Ted Lloyd	270 Park	MU 8-3830
Phillips Lord	501 Madison	PL 5-2211
Jerry Layton	551 Fifth	MU 7-6320
Lester Lewis	11 East 48	PL 3-5083
Max Liebman	130 West 56	PL 7-6533
MacLevy Video	189 Lex	OR 9-3600
Harvey Marlowe	1440 Bway	LO 4-8000
Masterpiece *	45 West 45	LU 2-4717
Masterson,Red&Nel	745 Fifth	PL 9-1120
March of Time *	369 Lex	JU 6-1212
Mayo Video *	113 West 57	PL 7-4996
MCA **	598 Madison	PL 9-7500
Media Product'ns	270 Park	PL 3-7672
Milverne Prodns	1650 Bway	CI 6-3497
Modell-Harbruck	7 West 66	TR 3-7000
William Morris **	1740 Bway	JU 6-5100
Carlton E Morse	30 Rock Pl	CI 7-8300
Herbert Moss	100 West 55	CO 5-1661
Mot'n Pic...TV *	655 Madison	TE 8-2000
John Nasht **	1 East 53	MU 8-3323
NBC Film Syndi *	30 Rock Pl	CI 7-8300
Neptune	30 Rock Pl	CI 7-8300
Oliver W Nicoll	37 West 46	LU 2-5130
Official Films *	25 West 45	PL 7-0100
Olio Video *	20 East 42	MU 2-3218
Paramount *	1501 Bway	BR 9-8700
Jack Partington	1501 Bway	LO 3-0029
N & I Pincus	101 West 55	CI 6-0138
Popular TV Progs	250 West 57	PL 7-3396
Post Pictures *	115 West 45	LU 2-4870
Bernard Prockter	221 West 57	JU 6-4830
Product Adv Corp	215 Fourth	OR 7-2552
Monte Proser	59 West 44	MU 7-4400
Reenack	527 Fifth	MU 7-7979
Regis	1 East 48	PL 9-2307
Rockhill	18 East 50	PL 9-7979
Roosevelt **	Pk Sheraton	JU 6-1120
Martha Rountree	570 Lex	PL 5-7770
James Saphier	6 East 45	MU 7-8370
Kermit Schafer	1585 Bway	JU 6-1496
Bernard Schubert	509 Madison	MU 8-0940
Screen Gems *	729 Seventh	CI 5-5044
Snader *	229 West 42	LO 4-3971
Jos Sonnenreich	143 West 103	MO 3-7138
Henry Souvaine	30 Rock Pl	CI 7-5666
Wilbur Stark	510 Madison	PL 3-1742
Station Distrib *	40 East 51	PL 9-4953
Sterling Films *	316 West 57	JU 6-3750
Martin Stone **	4 West 58	MU 8-0585
Douglas Storer	1270 Sixth	CI 7-6325
Irvin P Sulds	654 Madison	TE 8-7025
Telecast Films *	112 West 48	JU 6-5480
Telco Prodns	55 West 53	PL 7-0146
Telenews (INS) *	630 Ninth	JU 6-2450
J Walter Thompsn*	420 Lex	MU 3-2000
Transamerican	1 East 54	PL 5-9800
T'Ventures	1650 Bway	PL 7-8690
TV-Programs	350 Fifth	CH 4-1374
United Artists *	729 Seventh	CI 5-6000
Unity Films *	1501 Bway	LO 4-8234
UP-Movietone Nws*	220 East 42	MU 2-0400
United TV Progs *	444 Madison	PL 3-4620
United World *	445 Park	TR 6-5200
Vincent-Law	509 Madison	EL 5-0734
Fred Waring	1697 Bway	CI 6-3500
Larry White	1 East 48	PL 9-2307
Charles Wick	342 Madison	MU 7-1746
Wayne Wirth	30 Rock Pl	JU 2-3026
Ed Wolf	420 Madison	PL 5-7620
World Video	15 East 47	PL 9-3870
Frederic Ziv *	488 Madison	MU 8-4700
Ed Byron	730 Fifth	CI 6-2677
G & W Prodns	307 East 44	MU 5-4258
Biography Films *	136 East 67	RE 4-1857

** "Live" & Film

Ted Ashley *	290 Fifth	100 West	55
Astaire Jr *	130 West 46	Metropolitan	
Astra *	15 West 44	Mid-Manhattan	
Dance-Theatre	130 East 40	Ox 5-4238	
Charles Aaron	37 West 45	MU 2-8377	
Adler	254 Fifth	LU 5-3040	
Albert Block	1370 South	CO 7-5833	
Alex Theatres	1327 Park	TU 8-2756	
Alexander Film *	119 West 57	CO 7-4133	
Alexander Film *	200 Madison	MU 3-4100	
Alexander Film *	783 Seventh	CO 5-4133	
Alexander Film	315 Madison	MU 2-3700	
Alexander Film *	341 Madison	MU 2-[illegible]	
Barry Artists	310 Fifth	MU 2-[illegible]	
Benedict Films *	341 West 42	LO 5-[illegible]	
Bergman Productions	250 Fifth	PL 7-[illegible]	
Bigelow Films *	341 West 42	MU 2-[illegible]	
Bonita Productions *	121 East 60	PL 5-[illegible]	
Boston Blackie *	200 Madison	MU 3-[illegible]	
Brandon Films	200 Madison	MU 3-[illegible]	
Brandon Films	1600 Broadway	MU 2-[illegible]	
Brandon Films	1 East 53	PL 9

PRODUCERS OF FILM COMMERCIALS & PROGRAMS IN NYC

Alexander	500 Fifth	PL 6-3028	Murphy-Lillis	59 Park	MU 6-2142
American Film	1600 Bway	PL 7-5915	Stanley Neal	630 Fifth	CO 5-8335
Animatic Sales	230 Park	MU 9-8687	Ted Nemeth	729 Seventh	CI 5-5147
Animated	1600 Bway	CO 5-2942	Pathescope	580 Fifth	PL 7-5200
Archer *	35 West 53	JU 6-2690	Princeton Films	625 Madison	PL 5-9134
Audio	630 Ninth	CO 5-6771	Regency	112 West 48	JU 2-0274
Fred Bornet	149 West 51	PL 7-3351	RKO Pathe *	625 Madison	PL 9-3600
Caravel *	730 Fifth	CI 7-6111	Hal Roach	729 Seventh	CI 5-4135
Charter Oak	516 Fifth	MU 2-3383	L W Roush	333 West 52	CO 5-6430
Cinemart	101 Park	MU 4-1562	Sarra	200 East 56	MU 8-0085
Shamus Culhane	207 East 37	MU 2-8243	Science Pic	5 East 57	PL 9-8532
Dynamic	112 West 89	TR 3-6221	Screen Gems	729 Seventh	CI 5-5044
Depicto	25 West 54	CO 5-7621	Seaboard *	157 East 69	RE 7-9200
Peter Elgar	270 Park	PL 8-1582	Skyline	127 East 61	TE 8-7550
Jerry Fairbanks	157 East 69	TR 9-3352	Fletcher Smith *	321 East 44	MU 5-6626
Famous Studios	25 West 45	LU 2-4500	Sound Masters *	165 West 46	PL 7-6600
Paul J Fennell	40 East 40	MU 9-4268	Special Purpose	44 West 56	JU 6-0020
Film Graphics	245 West 55	JU 6-0083	Wilbur Streech	1697 Bway	JU 2-3816
William J Ganz	40 East 49	EL 5-1443	Bill Sturm	53 East 9	OR 7-7270
General Film	68 West 58	PL 3-5900	John Sutherland	60 East 42	MU 7-7815
G-L Enterprises	270 Park	PL 5-9473	Telemated Cartoons	70 East 45	MU 6-8933
Gray-O'Reilly	480 Lex	PL 3-1531	Tempo	588 Fifth	PL 7-0744
Ben Green	48 West 48	PL 7-3858	Transfilm	35 West 45	LU 2-1400
Fred Hankinson	15 West 46	JU 6-0133	TV Cartoons	155 West 46	JU 6-1650
Ben Harrison	245 West 55	PL 7-3217	TV Films	155 West 46	MU 2-3607
Hartley	20 West 47	JU 2-3960	TV Screen	17 East 45	MU 2-8877
IMPS	515 Madison	EL 5-6620	20th Century-Fox	444 West 56	CO 5-3320
Jam Handy	1775 Bway	JU 2-4060	Unifilm	134 East 47	MU 8-9325
Bernard Karlen	270 Park	PL 9-3107	UPA	521 Fifth	MU 7-9023
Herbert Kerkow	480 Lex	EL 5-0683	United World	445 Park	PL 9-8000
Walter Klee	245 West 55	PL 7-0524	Van Praag	1600 Bway	PL 7-2875
Lewis Sound *	71 West 45	LU 2-1322	Video Varieties	41 East 50	MU 8-1162
Loucks & Norling	245 West 55	CO 5-6974	Vidicam *	240 East 39	MU 6-3310
Mot Pic Stages *	3 East 57	PL 3-4840	Wilding	385 Madison	PL 9-0854
MPO	15 East 53	MU 8-7830	Willard	45 West 45	LU 2-1430

* Studios available for rental

NYC FILM FACILITIES FOR RENTAL

(Add Starred Firms Above)

Bedford Park Studios	2826 Decatur Bronx	LU 4-2166	Gaylord Boag
Brooklyn Tele-Film	7 East 42 NYC (office)	MU 2-2470	Claude Collins
Cinema Service Corp	106 West End Ave, NY	TR 3-1411	Joseph Seiden
Eastern Sound Studios	550 Fifth Ave, NY	LU 2-4120	E. Danziger
Manon Sound Stages	112 West 89, NY	TR 3-1800	James Pagliaro
Movietone News (Fox)	460 West 54, NY	CO 5-7200	John Donagh
Nova Productions	179 West Street, NY	LO 5-1266	Elliot Schick
N.Y.S.A.F.	421 East 54 St, NY	PL 5-7354	Ernest Caparron
Olio Video	20 East 42 St, NY	MU 2-3218	Harvey Cort
RCA Film Recording	411 Fifth Ave, NY	MU 3-7611	H D Bradbury
Reeves Sound Studios	304 East 44 St, NY	OR 9-3550	Chet Steward
Shubert Studios	Ft Lee, NJ	CI 6-9500	Nelson Schrader
Spot Film Productions	339 East 48 St, NY	PL 5-0808	Clar. Schmidt
Velazco Sound Studio	723 Seventh Ave, NY	PL 7-8530	Emil Velazco
West Coast Sound Studio	510 West 57 St, NY	CI 7-2062	Martin Henry

(Sound Studios Included)

[illegible] OF FILM PRODUCTION & RECORDS IN NYC

Blackmagic	500 Fifth	FL 6-1868	Vernon-Lillian	CO Park	MU 6-9116
American Film	1600 Broadway	JU 2-9115	Grammy Feel	630 Fifth	CO 5-6363
Industrial Sales	250 Park	MU 9-6600	I. J. Hanson	250 Seventh	CH 3-1147
Animated	1600 Broadway	CI 7-4242	Tobacco	500 Fifth	PL 7-5900
Archive *	35 West 53	CI 6-2550	Princeton Films	250 Madison	PI 3-6126
Radio	630 Fifth	CO 5-6771	Reference	112 West 48	JU 6-6554
Fred Barnett	140 West 51	CI 7-3341	RKO Radio *	660 Madison	PL 9-5000
Samuel *	730 Fifth	CI 7-6111	Hal Roach	740 Seventh	CI 5-4173
Director Oak	310 Fifth	MU 4-3258	L V Roach	330 West 42	CO 5-6430
Cinema	101 Park	CI 5-4500	Sarra	200 West 56	MU 8-1060
Common Fellows	207 Lexington	MU 6-2143	Science Lib	5 Beer 17	LE 5-8322
Cumulo	110 West 57	CO 5-6321	Screen Gems	711 Seventh	CI 5-5044
Dept of	25 West 43	CO 5-7121	Shakespeare *	15 West 60	RE 7-2200
Floor Plans	270 Park	CO 5-1310	Studios	127 West 41	TW 8-1750
Henry Fitzhugh	147 West 40	TR 9-7320	Stuart Gates *	320 Park 44	MU 7-8066
Famous Studios	25 West 45	CI 5-4100	Sun Films *	165 West 46	CI 7-6000
Paul I Gunville	40 West 40	LO 4-1212	Special Projects	41 West 56	JU 6-6200
Film Graphics	245 West 55	JU 6-0655	Walter Strauss	1007 Amsterdam	AU 4-9200
Williams & Cone	40 East 49	MU 5-1843	Still Films	40 Park 9	CH 4-4114
Original Film	60 West 50	CI 5-5900	John Christopher	50 East 42	MU 4-7755
G-I Distributors	270 Park	CI 5-9475	Technical Corporation	250 West 57	CI 6-6000
Cinema Realty	480 Lex	PL 3-4321	Tempo	500 Fifth	CI 7-4444
Jack Wilson	49 West 48	PL 7-3938	Transatlantic	37 West 43	CI 5-4400
Fred Hutchison	15 West 40	CI 6-0243	Ed Wertheim	150 West 45	CI 5-4870
Jim Wheldon	245 West 55	CI 5-2230	Ed Tilden	130 West 45	MU 2-4000
Reality	20 West 47	JU 2-5040	Ed Brown	11 West 45	CI 5-6321
Film	342 Madison	PL 2-1700	Spot Announcement	342 Madison	MU 3-2120
Joe Young	1775 Broadway	JU 2-4000	Production	1775 Broadway	MU 5-8253
Samuel Barden	270 Park	CO 5-1414	Film	500 Fifth	MU 7-5000
Barbara Window	420 Park	LE 2-0027	Studio World	630 Fifth	RC 6-5000
Motion Film	245 West 55	JU 6-9234	Tom Trout	1600 Broadway	MU 2-4470
Lewis Jacobs *	11 West 42	LO 4-1212	Video Productions	41 West 50	MU 5-1122
Lucke & Martling	140 West 49	JU 2-7000	Video *	West 54	MU 6-7110
Not Its Dreams *	1 East 57	PL 5-4400	Video Productions	500 Madison	PR 7-4000
Wyn	15 West 57	MU 8-5700	Walling	245 West 55	JU 6-4120

* Studios available for rental

FILM STUDIO FACILITIES IN NEW YORK

(Not including those above)

Bedford Lift Studios	2242 Lexington Avenue	LU 4-8166	Leviard Song
Broadway Movie-Film	1 East 42, NYC (offices)	MU 6-5470	Clarke Collins
Circus Service Corp	130 West 42nd Ave, 17	TW 8-4411	Joseph Gaines
Eastern Sound Studios	221 Fifth Ave, NY	CO 5-4100	E. Lindlaner
Eastern Sound Studios	119 West 57, NY	TR 7-4100	James Mallaro
Movietone News (for)	460 West 54, NY	CO 5-7200	John Conman
Nova Productions	127 West Street, NY	CO 5-1616	Eliot Sudock
R.K.O. A.T.	460 West 54 St, NY	PR 5-7700	Robert Lenero
Rio Films	50 East 42 St, NY	MU 3-2210	Harry Fort
Sol Film Processing	40 Eighth Ave, NY	MU 3-7011	E. C. Bradbury
Sound Studio Service	200 East 44 St, NY	CO 5-5300	Dave Howard
Summit Studios	54 Lex, NY	CO 5-6000	Robert Schneider
Film Productions	245 West 45 St, NY	JU 6-0300	Chas Goldsmith
Vitaphone Sound Studio	1501 Broadway, NY	TI 7-6600	Saul Thomas
Sound Studio	51 West 57 St, NY	CI 7-4000	Martin Avery

(Sound Studio Included)

HAMMER, HAMMER, HAMMER, ON THE HARD HIGHWAY...

Scratches, digs, oil spots, embedded dirt, and other film blemishes show up on the screen and disturb the sound. They reduce entertainment value and debase commercials. To secure best results from picture and sound track—and to safeguard presentation prestige—see that your TV films get

PEERLESS FILM TREATMENT

PEERLESS FILM PROCESSING CORPORATION

165 West 46th Street • New York 19, N. Y.
959 Seward Street • Hollywood 38, Calif.

Selling Shoes?

. . . or gasoline? . . . or lipstick? . . . or cigarettes? We've helped sell all of these and a lot more* with our TV film commercials. You should take a look at them and see some new and fresh film techniques . . . techniques that really sell your product! Give us a call and we'll send over our sample reel. Call JUDSON 2-3816

WILBUR STREECH PRODUCTIONS

1697 BROADWAY N. Y. 19, N. Y.

*These and some more: Thom McAn, Sinclair, Harriet Hubbard Ayer, Philip Morris, Celanese, Cities Service, Albolene, Army Reserve Corps, 4-Way Cold Tablets, Cameo Curtains.

For T.V.- IMMEDIATE BOOKING

ROBERT CUMMINGS in THE CHASE

MICHELE MORGAN STEVE COCHRAN PETER LORRE

For Your Summer Feature Programming Use Major Company Product

BARBARA STANWYCK JIMMY STEWART

I COVER THE WATERFRONT
HER ENLISTED MAN
LET 'EM HAVE IT
TRANSATLANTIC MERRY-GO-ROUND
WOMAN IN THE DARK
MISTAKEN HEIRESS
FRANKIE & JOHNNIE

ROBERT YOUNG

PAULETTE GODDARD

52 FEATURE PROGRAMS with such stars as BILL "HOPPY" BOYD, FRANKIE DARRO, J. CARROL NAISH, JACK LaRUE, PINKY TOMLIN, BUSTER CRABBE

39 TOP WESTERNS featuring THE RANGE BUSTERS, KERMIT MAYNARD • SMITH BALLEW

SOUND CARTOONS
38 FLIP THE FROGS
13 WILLIE WHOPPERS

Write for catalog of Features, Westerns, Serials, Cartoons.

C·P·T INCORPORATED

COMMONWEALTH Film and Television, Inc.
723 Seventh Avenue, New York 19, N. Y.

We are

SPECIALISTS

in the **art** *of making*

FINE FILMS FOR TELEVISION

for that extra something

van praag productions

1600 BROADWAY N.Y.C.

PLAZA 7-2857

in

TVP

its

Live action?
Sync-sound?
Semi-animation?
Mechanical animation?
Full animation?
Stop-motion?
Slidefilm?
Animatic strip?
Slides?
Telops?

Let us help you take the question-marks out of any TV commercial problem you have.

We invite you to inspect our complete facilities and see a sample reel of our film spots.

Depicto Films, Inc.

254 W. 54TH ST., NEW YORK 19, N. Y.

COlumbus 5-7621

Your Assurance of Quality . . .
Film Programs for Television

William K. Hedwig

Because of the sound foundation on which the name of Hedwig has been built, the trade may be assured of integrity and dependability.

Gordon W. Hedwig

Films Edited to Requested Time Segments

Our selection includes westerns, dramas, sports, musicals, travel, comedies, etc.; short and feature length subjects available.

for complete brochure write to

TELECAST FILMS, INC.

112 WEST 48th STREET • NEW YORK 19, N. Y.

TELEPHONE: JUDSON 6-5480 - 1 - 2 • ATT.: G. W. HEDWIG

AMERICAN BROADCASTING COMPANY

TV Center: Prospect & Talmadge NO 3-3311

KECA-TV(Ch7)

Ernest Felix - Acting Mgr Western Div
Donn B. Tatum - Dir of TV
Cecil W. Barker - TV Prog Prodn Dir
Alvin G. Flanagan - TV Prog Dir
Norman Sloane - Coord TV Prodn Svcs
Robert F. Laws - TV Sales Mgr
Tom Sarnoff - Superv TV Sales Oprtn
L.D. Larimer - LA Nat'l Spot Sls Mgr
J. Clifford Anderson - Prog Bus Mgr
Dresser M. Dahlstead - Prog Mgr
Vic Rowland - Publicity Dir
Hubert O. Phillips - Art Dir
Eloise Reeves - Film Dir

Philip Booth - Senior Dir
Directors: Dik Darley, Robert Finkel, Russell Furst, George M. Cahan, Stuart W. Phelps
Program Assts: Bill Alcine, Dick Brown, Marge Clifton, Marge Rotund, Bill Zeck

COLUMBIA BROADCASTING SYSTEM

TV Center: Columbia Square HO 9-1212

Harry Ackerman - VP Chg Net Progs Hwood
Charles L. Glett - VP Chg Net Svcs Hwood
Guy Della Cioppa - Dir Net Progs Hwood
Hal Hudson - Mgr Net TV
Martin Leeds - Dir Bus Affairs
Ole G. Morby - Dir Sta Relations
Robert Meyer - Dir Press Info
Ralph Levy - Prod-Dir
Alan Dinehart, Jr. - Dir
Richard Linkroum - Dir
Ralph Norman - Assoc Dir
William Sterling - Assoc Dir
Barbara Hussey - Casting Dir

KNXT(Ch2) formerly KTSL

Wilbur Edwards - Gen Mgr
Bill Brennan - Prog Dir
Bob Hoag - Sales Mgr
George Moscovics - Dir Sales Develop
Donald Hine - Prodn Dir
Tony Moe - Sales Prom Mgr
Harry Zipper - Prodn Bus Mgr
Producer-Directors: Bob Adams, Bob Lehman, Maury Orr, Bob Quinlan, Wilbert Walker
Joy Russell-Smith - Casting Dir

NATIONAL BROADCASTING COMPANY

TV Center: Sunset & Vine HO 9-6161
El Capitan 1735 Vine

John K. West - VP, NBC Western Dir
Norman Blackburn - Dir Net TV
Earl Rettig - TV Net Oprns Mgr
Edward Sobol - Prog Prodn Superv TV
John Williams - TV Net Sales Mgr
Art Bruckman - Mgr TV Film Exch
Sam Fuller - Prodn Superv
John Gaunt - Prod-Dir
Allen Handley - Prod-Dir
Ernest Glucksman - Prod-Dir
Jim Jordan, Jr. - Dir
Kingman Moore - Dir

KNBH(Ch4)

Thomas B. McFadden - Gen Mgr
Donald Norman - Sales Mgr
Albert V. Cole - Prog Mgr
Robert Guggenheim - Film Superv
Directors: Phil Berle, Mark Breslow, Trent Christman, John B. Lyman III, Dick McDonough, Carroll O'Meara

DON LEE

KHJ-TV(Ch9) formerly KFI-TV

TV Center: 129 N. Vermont HU 2-2133

Willett Brown - Pres & Gen Mgr
George Whitney - VP Chg of Sales s
Kevin Sweeney - Sales Mgr
Kenneth Higgins - Prog Mgr
Robert Livingston - Exec Prod
Directors: Paul Knight, James Lilly, Jack Orbison, Donald Patton, William Rapp

PARAMOUNT

(KTLA(Ch5)

721 N. Bronson HO 9-3181

Paul Raibourn - Pres(in NYC)
Klaus Landsberg - VP & Genl Mgr
J. Gordon Wright - Prodn Superv
Harry Maynard - Sales Mgr
Leland G. Muller - Film Dir

HOLLYWOOD NETWORK & LOCAL STATION DETAILS

AMERICAN BROADCASTING COMPANY

TV Center: Prospect & Talmadge HO 3-5311

[illegible]

Ernest Felix - Acting Mgr-Engineering
Tom L. Tatum - Dir of [illegible]
Cecil E. Lawson - TV Prog Production-Mgr
Alvin G. Freeman - TV Prog Supervisor
Morgan Blonde - Local TV Production-Mgr
Robert T. Lewis - TV Sales Mgr
Tom Harvey - Acting TV Sales Mgr
L.D. Lawson - TV Net'l Sales Mgr
C. Gilbert Robinson - Prog Sys Mgr
Trevor M. Wallace - Prog Mgr
The Sound - Publicity Dir
Robert C. Phillips - Art Dir
Edwin Murphy - Film Dir

Philip Cook - Studio Dir
Directors: Phil Tuttle, Robert Finkel,
[illegible] Turner, Charles [illegible]
Cohen, Robert M. Thomas
Program Hosts: Bill Mullins, Brian Brown,
[illegible] Clifton, Jayne
Rotunda, Bill Jack

CALIFORNIA BROADCASTING SYSTEM

TV Center: Colombia Square HO 3-[illegible]

Harry Ackerman - VP Chg Net Prog Prod
Charles E. Ulatt - VP Chg Net Prog Prod
Don Julian Clopre - Dir Net Prog Prod
Bill Burson - Mgr Net Opr
Martin Leslie - Mgr Sta Relations
Dale G. Hardy - Mgr Sta Relations
Robert Lewis - Mgr Press Info
[illegible] - Prod-Dir
[illegible] - Dir
[illegible] - Dir
[illegible] -

KTTV(Ch 11) DuMont Affiliate

TV Center: 5746 Sunset HU 2-7111

Richard Moore - Gen Mgr
Frank King - Sales Mgr
Charles Koon - Prog Mgr
Robert W. Breckner - Dir of Prodn
Tom Corradine - Film Dir
Robert Purcell - Dir of Oprns
Bob Seal - Prod Coord
Alberta Hackett - Mgr Prog Oprns
Dude Martin - Exec Prod
Philippe de Lacy - Exec Dir Night
Directors: Joe Agnello, Alan Buckley, Don Claar, Dave Harvey, Bob Heistand, Sam Herruck, F. Mashbir, Edward Roden, Truman Smith

KLAC-TV(Ch13)

1000 Cahuenga HU 2-7311

Don Fedderson - Gen Mgr
Fred Henry - Prog Dir
Don Forbes - Prog Dir, Talent
David E. Lundy - Sales Mgr
Wally Goetz - Film Dir
Jim Baker - Prod-Dir
Charles Bullotti - Dir
Joe Landis - Dir
Luther Newby - Dir
Joe Parker - Dir
Betty Turbeville - Dir

HOLLYWOOD NATIONAL ADVERTISING AGENCIES ACTIVE IN TELEVISION

N.W. Ayer	1680 N Vine	HE 4871	Grant	6404 Hwood	HO 9-5371
Ted Bates	1680 N Vine	HO 9-2161	Hixson & Jorgensen	600 St Paul	MA 6-5811
B.B.D.&O.	1680 N Vine	HO 9-7737	Kenyon & Eckhardt	6253 Hwood	HE 3101
Benton & Bowles	6253 Hwood	HI 9151	Abbott Kimball	638 S VanNess	DU 7-7305
Berghoff Assoc	925 N LaCienega	BR 2-2625	Lennen & Mitchell	308 N Rodeo	CR 1-7221
Biow	1606 N Argyle	HE 2377	McCann-Erickson	6331 Hwood	HI 8268
Bothwell	1680 N Vine	GR 6114	Ray R. Morgan	6233 Hwood	HO 9-8301
Buchanan	451 N LaCienega	CR 5-5231	Needham, I&B	1680 N Vine	HU 2-2391
Leo Burnett	3632 Wilshire	DU 8-8131	Cunnghm & Walsh	8420 Sunset	GR 6131
California Adv	1680 N Vine	HE 8008	Robert W. Orr	9130 Sunset	CR 5-0104
Calkins&Holden	712 S Curson	YO 5145	Ross, Gard&White	2326 West 8	DU 7-7211
Campbell-Ewald	714 W Olympic	RI 6204	Ruthrauff & Ryan	1688 N Vine	HI 7593
Caples Co	301 S Kingsley	DU 7-4355	Ross Sawyer	465 Herkimer	RY 1-8453
Cecil& Presbrey	6253 Hwood	HE 2324	Russel M. Seeds	1469 N Vine	HU 2-1206
Compton	6253 Hwood	HO 9-8107	Sullivan S.C&B	6253 Hwood	HI 2119
Dancer-Fitz-Spl	1680 N Vine	HU 2-3256	J.W. Thompson	1549 N Vine	HI 7241
D'Arcy	6532 Sunset	HO 9-6327	Geoffrey Wade	6223 Selma	HI 7457
Erwin, Wasey	5045 Wilshire	WE 1-1211	Warwick&Legler	2495 West 8	DU 3-1141
Ted H. Factor	1709 West 8	DU 8-8111	Ward Wheelock	6277 Selma	HI 9221
Foote, Cone&Bldg	6233 Hwood	HO 9-6265	Young & Rubicam	6253 Hwood	HO 9-2731

HOLLYWOOD PRODUCTION FACILITIES

ABC TV Center	Prospect&Talm	NO 3-3311	Larchmont	210 N Larchmt	HO 9-2895
Calif Studios	650 Bronson	HO 9-8321	Mot Pic Ctr	846 Cahuenga	HO 9-5981
Chaplin Studios	1416 N LaBrea	HE 2141	Producers Svc	7657 Melrose	WA 8680
Eagle-Lion	7324 SantaMon	HU 2-2181	RKO Radio Pic	9336 Wash'tn	TE 0-2931
[illegible]raft	8451 Melrose	WE 3-9281	Hal Roach Stu	3822 Wash'tn	TE 0-2761
Gen Service	1040 N LasPalm	GR 3111	Danny Rouzer	7022 Melrose	YO 2494
Goldwyn	1041 N Formosa	GR 5111	Rockett Studio	6063 Sunset	HI 3183
KTTV	5746 Sunset	HU 2-7111	Telefilm	6039 Hwood	HO 9-7205

HOLLYWOOD-METROPOLITAN & LOCAL STATION DETAILS (Continued)

KTLA(Ch 11) Network Affiliate

TV Center: 5746 Sunset HO 2-7111

Pinkney Moore - Gen Mgr
Frank King - Sales Mgr
Charles Moon - Prog Mgr
Robert W. Breckner - Dir of Prodn
Tom Gorman - Film Dir
Robert Purcell - Dir of Opns
Rob Seal - Prod Coord
Albertie Lockett - Mgr Prog Opns
Duke Martin - Exec Prod
Philippe de Lang - Exec Dir Music
Directors: Joe Aquello, Alan Buckley, Don Clark, Dave Harvey, Bob Holstead, Sam Sourwick, F. Hamilton Thomas Sodem, Truman Smith

KTLA-TV(Ch 5)

1000 Cahuenga HO 2-7211

Don Fedderson - Gen Mgr
Fred Berry - Prog Dir
Don Forbes - Prog Dir, Talent
Harold W. Lunde - Sales Mgr
Wally Coots - Film Dir
Jim Baker - Prod-Dir
Charles Mallotti - Dir
Joe Landis - Dir
Luther Newby - Dir
Joe Parker - Dir
Betty Turbeville - Dir

HOLLYWOOD RADIO/TV ADVERTISING AGENCIES ACTIVE IN TELEVISION

W. Ayer	1000 N Vine	HO	4571
Ted Bates	1000 N Vine	HO	2-6101
B.F.D.&O.	1000 N Vine	HO	2-7727
Benton & Bowles	6255 Hood	HO	9151
Berghoff Assoc	9911 Lankershim	HO	4-6[illegible]
Blow	1000 N Argyle	HO	[illegible]
Bothwell	1000 N Vine	HO	0114
Buchen	[illegible]	HO	[illegible]
Leo Burnett	5555 Melrose	HO	[illegible]
[illegible]	1000 N Vine	HO	[illegible]
Calkins & Holden	7[illegible] S Cahuenga	YO	2145
Campbell-Ewald	7[illegible] W Olympic	RI	[illegible]
Carlee Co	[illegible] Kingsley	HO	7-[illegible]
Cecil & Presbrey	6[illegible] Hood	HO	2[illegible]
Compton	6[illegible] Hood	HO	2-[illegible]
Fowler-Eltz-Ott	1[illegible] Vine	HO	2-[illegible]
D'Arcy	6[illegible] Sunset	HO	3-6[illegible]
Fritz, Wasey	[illegible] Vine	WE	1-[illegible]
Ted G. Foster	1[illegible] West 8	DO	8-6[illegible]
Foote, Cone&Belding	6[illegible] Hood	HO	2-[illegible]

HOLLYWOOD PRODUCTION FACILITIES

ABC TV Center	Prospect&Gem	HO	3-7211
Colin Studios	6[illegible] Sunset	HO	2-[illegible]
Chaplin Studios	1416 N Larrabee	HE	2141
[illegible]	7[illegible] Santa Monica	HO	2-[illegible]
[illegible]	6[illegible] Hollywood	HO	2-[illegible]
[illegible] Studios	1[illegible] Lankershim	HO	4-[illegible]
[illegible]	1041 [illegible]	HO	2-[illegible]
[illegible]	7[illegible] Sunset	HO	3-7111
[illegible]	[illegible] Sunset	HO	3-[illegible]
[illegible]	[illegible] Vine	HO	2-[illegible]
[illegible]	[illegible] Sunset	HO	3-[illegible]
[illegible]	[illegible] Sunset	HO	3-[illegible]
[illegible]	[illegible] Sunset	HO	3-[illegible]
[illegible]	[illegible] Vine	HO	2-[illegible]
[illegible]	[illegible] Hollywood	HO	[illegible]
[illegible]	[illegible] Vine	HO	[illegible]
[illegible]	[illegible] Hollywood	HO	[illegible]
[illegible]	[illegible] Vine	HO	[illegible]
[illegible]	[illegible] Sunset	HO	[illegible]
[illegible]	[illegible] Sunset	HO	[illegible]
[illegible]	[illegible] Sunset	HO	[illegible]
[illegible]	[illegible] Sunset	HO	[illegible]
[illegible]	[illegible] Sunset	HO	[illegible]
[illegible]	[illegible] Sunset	HO	[illegible]

See Also Next Pg

HOLLYWOOD TV "LIVE" PACKAGERS

* Also Film

Toby Anguish *	8470 Melrose	WE	3-8301
Annie Oakley	717 N LaCienga	BR	2-6543
Associated TV	1680 N Vine	GL	9214
Atkins-Gilbert	6404 Hwood	HI	5188
Baker,Ev	1341 N Highl'd	GL	9500
Bemiller Prods	2512 Hyperion	NO	3-5021
Robt C Bennett	6729½ Hwood	HU	2-1421
Bob White Prods	6333 West 3	WA	5398
Border Prods *	1570 N Gower	HI	8266
Byron H Brown	3719 Wilshire	DU	8-5283
Reno Browne	8451 Utica	HU	2-5921
Al Buffington	6711 Sunset	HO	9-8367
Carter Wright	1707 N Hudson	HO	9-3636
Commodore Prods*	1350 N Highl'd	HO	9-8229
Consolidated *	5746 Sunset	HO	9-6369
Spade Cooley *	8746 Sunset	BR	2-4493
Dickinson Prods	5634 Santa Mon	GR	8377
Jack Douglas	1631 VistaDlMr	HU	2-8450
Dude Ranch Var	1609¼ VistaDlMr	HO	9-7741
Frank Ferrin *	6528 Sunset	HO	9-3628
Follies Prods	1826 S Vermont	PA	0578
G A M Prods	1651 Cosmo	HU	2-1161
General TV Ent*	6331 Hwood	GL	4146
Hayes-Keith	6000 Sunset	HE	1515
Herald Prods	210 N Larchm't	HE	5697
Larry Kolpack	5746 Sunset	GL	0293
Lariat Prods *	7657 Melrose	WA	8680
Arnold Marquis *	6404 Hwood	HO	9-5119
Mastersn,Red&Nel	6331 Hwood	HI	8235
Mike Moser	6404 Hwood	HI	5188
Nestor Prods	7904 Santa Mon	HE	0582
New World Prods	5746 Sunset	HO	9-5827
Normandy Prods	6331 Hwood	GL	7774
Ray Patin Prods	4201 Sunset	NO	1-2174
Polaris TV	5859 West 3	WE	3-4608
Proscenium	6361 Wilshire	WE	1-1147
Redlin Prods	8905 Sunset	CR	6-8838
Revue Prods-MCA	5255 Clinton	HI	0293
Reynolds Prods	321 S Beverly	CR	1-6155
Robert E Ross	5109A Hwood	OL	2070
Jack Rourke	6331 Hwood	HE	7178
James Saphier	9538 Brtn BH	CR	1-7231
Signal Prods	1124 S Beverly	CR	6-9753
Mike Stokey	6123 Selma	HU	2-1241
Television Prod	1585 Crossr'ds	HU	2-1281
Van Ronkel	921 S Hoover	DU	7-8184
World TV Corp	1040 N LasPlmS	HO	9-5358
Norman Wright	6331 Hwood	HI	3151

ARTISTS REPRESENTATIVES

Helen Ainsworth	197 N Canon	CR	4-6143
Artists Ltd	8734 Sunset	CR	6-7015
Bender-Ward	931 N LaCienga	BR	2-2398
Phil Bloom	8506 Sunset	CR	6-1339
Lita Chaplin	8758 Holloway	CR	1-3988
Ray Cooper	139 S Beverly	CR	6-9769
Cukor-Lipton	275 S Beverly	CR	4-5329
Darrow Agency	600 N Sepulv'da	AR	3-0951
Gus Dembling	8949 Sunset	CR	1-2161
Famous Artists	9441 Wilshire	CR	1-5222
Ferry & Pickman	448 S Canon	CR	5-4588
Kurt Frings	468 N Camden	CR	1-6115
Milton Garfield	224 N Canon	CR	5-5074
General Artists	9028 Sunset	CR	1-8101
Mitchell Gertz	240 S Beverly	CR	4-5491
Nat C Goldstone	9121 Sunset	CR	6-1071
Milton Grossman	242 N Canon	CR	6-6163
Halliburton	9172 Sunset	CR	1-1137
M Hamilburg	8776 Sunset	CR	5-4171
Lou Irwin	9165 Sunset	CR	1-7131
Jaffe Agency	8553 Sunset	CR	6-6121
M I Johnstone	707 S Highland	WE	1-8784
Paul Kohner	9169 Sunset	CR	1-5165
Earl Kramer	204 S Beverly	CR	6-2338
Irving Lazar	211 S Beverly	CR	5-6153
M C Levee	9121 Sunset	CR	6-1051
R Longenecker	8756 Holloway	CR	1-7153
Earl MacQuarrie	444 N Camden	CR	6-7162
MCA Artists	9370 Santa Mon	CR	6-2001
Ethel Minter	415 N Bedford	CR	4-6161
Mishkin Agcy	204 S Beverly	CR	4-5416
Lola D Moore	9172 Sunset	CR	6-5401
Wm Morris	202 N Canon	CR	1-6161
Al Ochs	6636 Hwood	HO	9-6470
Orsatti & Co	211 S Beverly	CR	6-6241
Richard Powers	9119 Sunset	CR	1-9134
Wynn Rocamora	8584 Sunset	CR	4-5431
Salkow Agency	9119 Sunset	CR	1-9134
James Saphier	9538 Brtn BH	CR	1-7231
Louis Shurr	327 N Rodeo	CR	1-1116
Paul Small	8747 Sunset	CR	1-5246
Rosalie Stewart	934 N LaCienga	CR	4-6123
David Thompson	8979 Sunset	CR	1-2188
Chas Wendling	9156 Sunset	CR	6-2348
Paul Wilkins	9006 Sunset	CR	1-6118
Daniel Winkler	9470 Santa Mon	CR	1-7244

See Also Next Pg

COMPANIES IN "LIVE" TV MARKETS

* Also Film

Tody Angulah *	8470	Melrose	WE	3-8301	Herald Prods	210 N Larchm't	HE	3697
Angle Oakley	717	N LaCienega	BH	2-6343	Larry Kolpacoa	5746 Sunset	OL	0292
Associated TV	1680	N Vine	HL	9214	Lariat Prods *	7657 Melrose	WA	8680
Aikins-Gilbert	6404	Wood	HE	3128	Arnold Leopold	*6404 Wood	RO	9-3113
Bauer, Dr	1341	N Kings'd	HL	9300	Masterson,Peckham	6321 Wood	HE	8223
Bemiller Prods	7212	Hyperion	RO	3-3021	Mike Moser	6404 Wood	HE	2185
John C Bennett	6729	Wood	HE	2-1431	Nestor Prods	7904 Santa Mon	PM	0382
Bob White Prods	6323	West 3	WA	3-3398	New World Prods	7746 Sunset	HO	3-5227
Berkley Prods *	1370	N Doheny	HE	8206	Normandy Prods	6321 Wood	CI	7774
Byron H.Brown	7112	Wilshire	BH	0-3283	Ray Latin Prods	4201 Sunset	HO	1-4174
Bass Prowse	6431	Delta	HO	2-3321	Roland TV	2323 West 3	WE	3-4608
H Bartlington	6711	Sunset	HO	9-8307	Procedures	6301 Wilshire	WE	1-1147
Carter Wright	1707	N Hudson	HO	9-3636	Media Prods	6908 Sunset	GR	6-8836
Commodore Prods*	1330	N Kings'd	HO	3-8229	Reina Prods-MCA	2323 Clinton	HE	0293
Consolidated *	7746	Sunset	HO	9-0329	Reynolds Prods	321 S Beverly	GR	1-6155
Wade Cooley *	8746	Sunset	BR	3-4423	Robert I Rose	7105A Wood	OL	2070
Dickinson Prods	5634	Santa Mon	GR	8377	Jack Rourke	6321 Wood	HE	7178
Jack Douglas	1630	Vitatalkie	HO	3-8423	James Sautter	7030 Lorn Dr	CR	1-7231
Duke Enrch Ver	1609	Vitatalkie	HO	9-1771	Signal Prods	1124 S Beverly	GR	6-9753
Frank Ferris *	6328	Sunset	HO	9-3518	Mike Stokey	6125 Selma	HO	2-1241
Follies Prods	1306	S Vermont	AL	0273	Television Prod	1745 Crossn'da	HO	2-1281
G A M Prods	1321	Vermo	HO	2-1161	Van Powell	921 S Hoover	HO	7-8184
General TV Inc*	6321	Wood	GR	4146	World TV Corp	1040 N LaBrea	HO	9-5352
Jerry-Hall	6330	Sunset	HE	1313	Norman Wright	6321 Wood	HE	2121

AGENCIES & REPRESENTATIVES

Allen Ainsworth	127	N Canon	CR	4-6144	Earl Lemmer	204 S Beverly	GR	6-2338
Artists Ltd	8734	Sunset	GR	6-7015	Irving Lesser	221 S Beverly	GR	5-6135
Bender-Ward	931	W Lexington	LO	9-2330	H C Lewis	9121 Sunset	GR	6-1051
Hal Bloom	8306	Sunset	GR	6-1232	T Lipscomb-Lee	8734 Holloway	GR	1-7133
Lita Chaplin	8738	Holloway	GR	1-3603	Earl Montgomerie	444 N Canden	GR	6-7162
Ray Cooper	139	S Beverly	GR	6-0740	MCA Artists	9370 Santa Mon	GR	6-2001
Cohen-Lipton	212	S Beverly	GR	4-1232	Ethel Minter	413 N Bedford	GR	4-6161
Narrow Agency	600	N Sepulveda	AL	3-0231	Hilldale Agcy	404 S Beverly	GR	4-3416
Guy Pendling	8342	Sunset	GR	1-4141	Lois D Moore	9172 Sunset	GR	6-3401
Famous Artists	9441	Wilshire	CR	1-2222	M Morris	202 N Canon	GR	1-6161
Perry & Pickman	448	S Canon	GR	3-4328	Al Orfa	6636 Wood	HO	9-6470
Robert Prince	468	N Camden	GR	1-4141	Overall & Co	211 S Beverly	GR	6-6941
Quition Cartfield	984	N Canon	GR	3-7074	Richard Powers	9119 Sunset	GR	1-9134
General Artists	9030	Sunset	GR	1-6101	Ryan Agency	9734 Sunset	GR	4-3431
Nightingale Carte	440	S Beverly	GR	4-3401	Sellow Agency	9119 Sunset	GR	1-9134
Mat O Goldstone	9121	Sunset	GR	6-1071	James Sautter	7030 Lorn Dr	GR	1-7231
Milton Grossman	942	N Canon	GR	6-6135	Louis Shurr	797 N Rodeo	GR	1-1116
Milliamson	9122	Sunset	GR	1-1137	Paul Small	8747 Sunset	GR	1-3246
M Hamilburg	8726	Sunset	GR	3-4171	Rosalie Stewart	934 N LaCienega	GR	4-6123
Don Irwin	9105	Sunset	GR	1-7131	Davis Thompson	8929 Sunset	GR	1-9188
Jaffe Agency	8323	Sunset	GR	6-8121	Chas Wendling	9130 Sunset	GR	6-3348
I I Johnstone	707	S Highland	WE	1-8734	Paul Wilkins	9006 Sunset	GR	1-6118
Paul Kohner	9169	Sunset	GR	1-5105	Harold Winkler	9470 Santa Mon	GR	1-7344

HOLLYWOOD TV FILM PRODUCERS & DISTRIBUTORS *

Aladdin TV	Mot Pic Center	HO	9-5981
Alexander Films	8484 Harold Way	HI	5677
Allegro Pic	Republic Studio	SU	2-1121
Apex-Chertok	Roach Studios	TE	9-2761
Aquarian Prods	Gen Svc Studio	GR	3111
Arena Stars	366 N Camden	CR	5-5571
Wes Beeman	Goldwyn Studio	HO	9-8155
Bed & Board	Gen Svc Studio	GR	3111
B-M-D Prods	Mot Pic Center	HO	9-5981
Berwell Prods	RKO-Pathe Stud	TE	0-2931
Eddie Bracken	8255 Beverly	YO	9433
Wm. Broidy	Sunset Studio	HE	6844
Geo. Carillon	Chaplin Studio	HO	9-8351
Cathedral Films	140 N Hwood Way	CH	8-6637
CBS	6121 Sunset	HO	9-1212
Commodore Prods	1350 N Highland	HO	9-8229
Consolidated*	5746 Sunset	HU	2-7111
Courneya Prods	1566 N Gordon	GR	5920
Bing Crosby Ent	RKO-Pathe Stud	TE	0-2931
Desilu Prods	Gen Svc Studio	GR	3111
Des Moines Ent	Mot Pic Center	HO	9-5981
Dudley TV Corp	9908 Santa Mon	CR	1-7258
Emerson Film	Republic Studio	SU	2-1121
Jerry Fairbanks	6052 Sunset	HU	2-1101
Famous Artists*	9441 Wilshire	CR	1-5227
Filmcraft Prods	8451 Melrose	WE	3-9281
Flying A Prods	6000 Sunset	HE	5694
Green Film Prod	Goldwyn Studios	GR	5111
John Guedel	1680 N Vine	HE	5186
Hour Glass Prod	6525 Sunset	HE	1161
Illustrate, Inc	1532 N Cahuenga	HE	2126
Indian Theatre	5675 W Wash'n	WH	2652
Johnson-Watson	4952 Presidio	AX	1-3854
Edward Lewis	Mot Pic Center	HO	9-5981
M.C.A. *	9370 Santa Mon	DE	7-1100
Frank Merriwell	Eagle-Lion Stud	HO	9-4943
Frank Merriwell	Eagle-Lion Stud	HO	9-4943
Motion Pic TV*	Gen Svc Studio	GR	3111
NBC Film *	1626 N Wilcox	HO	9-6161
Peter O'Crotty	6900 S Hoover	PL	3-1284
Richard Oswald	7127 Sunset	GL	6777
P.K. Palmer	Goldwyn Studios	GR	5111
Paramount TV *	721 N Bronson	HO	9-3181
Primrose Prods	Gen Svc Studios	GR	3111
Procter & Gamble	7324 Santa Mon	GR	6566
Producers Servc	7657 Melrose	WA	8680
Roland Reed	Hal Roach Stud	TE	0-2761
Revue Prods	Eagle Lion Stud	HO	9-6371
Hal Roach Prods	Hal Roach Stud	TE	0-2761
Roy Rogers Prod	Goldwyn Studios	GR	5111
Wilton Schiller	Calif Studio	HO	9-8321
Screen Gems *	1422 Lyman Pl	OL	2131
Screen Televideo	Eagle-Lion Stud	HO	9-3744
Don Sharpe	Goldwyn Studios	GR	5111
Skyline Prods	Gen Svc Studio	GR	3111
Sleepy Joe Prod	5610 Hwood Blvd	HE	1177
S. Slesinger	Bel Air Hotel	AR	7-1271
Snader Prods*	Gen Svc Studio	GR	3111
Superman, Inc	RKO-Pathe Stud	TE	0-2931
John Sutherland	201 N Occidental	DU	8-5121
TCA Prods	Hal Roach Stud	TE	0-2761
Tee Vee Co	California Stud	HO	9-8321
Tele-Pictures *	5746 Sunset	HI	9144
United TV Prog *	140 S La Brea	WE	8-9181
United World *	7356 Melrose	WE	8-6125
Voglin Corp	Gen Svc Studio	GR	3111
Wade-Reid Prods	Consolidated	HU	2-7111
Adrian Weiss *	655 N Fairfax	WE	5287
Wilkens-Gooden	Goldwyn Studio	GR	5111
Rene Williams	Goldwyn Studio	GR	5111
Frank Wisbar	Eagle-Lion Stud	HO	9-3744
Ziv TV Programs*	California Stud	HO	9-8321

PUBLISHER'S ANNOUNCEMENT

Effective November 15, 1951 - ROSS REPORTS' permanent address will again be:

551 Fifth Avenue, New York 17, N.Y. - MUrray Hill 2-5910

All requests for individual copies (per Index on following pages) should be made to that address & telephone number. ROSS REPORTS will continue to publish its weekly reports regularly. However, no regular schedule of monthly surveys will be adhered to. Frequently, contact lists, directories, and summaries will be issued. And telephone request for information will continue to be serviced. A monthly talent edition will still be issued....available also at 551 Fifth Avenue. Any change in this announcement will be made by a formal announcement from the publisher. No further advertising will appear.

Extra Copies of this Directory - Send $5 if a subscriber; $7.50 to others.
Extra Copies of Film Report - Send $5 if a subscriber; $7.50 to others.

MOTION PICTURE FILM PRODUCERS & DISTRIBUTORS *

Aladdin TV	Mot Pic Center	MO	2-3021
Associated Films	25 W Lawrence Ave	MI	2411
Bailey Pictures	Franklin Studio	CO	2-1251
Bernard Service	Tower Studios	IL	2-2761
Bernard Media	Com Arc Studio	CO	2111
Bevis Learn	200 W Chestnut	MI	2-1113
Bob Brown	Gateway Studio	MO	4-2170
Bob Mathews	Com Arc Studio	MI	2111
Bond-Y Films	Mot Pic Center	MO	2-1251
Bureau Media	Ind-Media Studio	MI	2-2761
Bydale Pictures	2 W Pearl	IO	2123
Cal-Tolley	Tower Studio	MI	2111
Cos. Services	Franklin Studio	MO	2-1251
Cultural Films	180 W Hwood Blvd	CA	2-3237
CVC	Glad Bureau	MO	2-1128
Cinecolors Films	1400 N Highland	MO	2-3230
Cinemedia*	2-40 Gaines	MO	2-1221
Cinemedia Films	1400 N Hwood	CA	1250
Cord Cinema Int	180-India Coal	MI	2-1251
Dakin Films	Com Arc Studio	CO	2111
Dale's Pictures Kan	1104 Ind Center	MO	2-3202
Dudley Pic Corp	4430 Lower Mon	CO	1-1258
Emerson Film	Franklin Studio	MO	2-1251
Gerry Productions	2000 Bonnet	MO	2-1101
Grove Artcraft*	1001 Wilshire	CA	1-2270
Highway Films	6001 Melrose	MO	2-1230
Hollywood Films	1000 Sunset	MI	1234
Irwin Film Productions	Goldwyn Studios	CA	2111
John Dwyer	1600 N Vine	MO	2182
Johns Hopkins Film	1000 Burnet	MI	2120
Kenneth Tom	1500 N Kingsway	MI	2120
Lilian Kinsey	4023 N Washtenaw	MI	2232
Lyndon-Wilson	1922 Prairie	MI	1-2234
Mayer Lewis	Mot Pic Center	MO	2-1251
M.C.A. *	9370 Santa Mon	CA	2-4100
Paramount Well	Eagle-Lion Stud	HO	2-3271

[illegible]

Effective November 15, 1951 - 1951 SEASON' Documents address will remain be:

[illegible] 17, N.Y. - [illegible] 1951-1950

[illegible] for individual copies (see Index on following pages) should be made to the address below or telephone number. [illegible] will continue to publish the weekly [illegible]. However, no regular schedule of monthly [illegible] will be [illegible], contact lists, directories, and [illegible] will be issued. [illegible] will be made by a [illegible] advertising will appear.

Entire course of this Directory - send $5 if a subscriber; $7.50 to others.
Entire [illegible] of Film Reports - send $5 if a subscriber; $7.50 to others.

INDEX TO FEATURES - FEBRUARY 1949 TO NOVEMBER 1951

	VOL.	NO.	DATE
ADVERTISING AGENCIES:			
Agencies & Programs	1	C-F	Nov 49
Agencies & Programs	2	3-A	May 50
Porrsonnel, Clients, Shows	2	7	Sep 50
Personnel, Clients, Shows	3	9	Nov 51
TV Heads	1	5-A	Jul 49
TV Heads	2	1-B	Mar 50
Benton & Bowles	1	10-D	Feb 50
Campbell-Ewald	1	2-B	Apr 49
Cecil & Presbrey	2	6-B	Aug 50
William Esty	2	3-A	May 50
Moss Associates	2	1-B	Mar 50
Newell-Emmett	1	1-C	Mar 49
J. Walter Thompson	Sample		Feb 49
Young & Rubicam	1	3-C	Jun 49
COMMERCIALS:	1	8	Oct 49
	Special		Apr 50
	Special		Jun 50
	3	2	Mar 51
CONTACT LISTS:	2	9-A	Dec 50
	3	1-B	Feb 51
	3	8	Sep 51
DIRECTORIES:	2	7	Sep 50
	3	9	Nov 51
DISTORTION MAP: with	3	6	Jul 51
ELECTION COVERAGE:	2	8-C	Nov 50
FILMS:	1	10	Jan 50
	3	7	Aug 51
1st Weekly Section:	3	6-B	Jul 51
MARKET DATA: (with Map)	3	6	Jul 51
NEWS COVERAGE:	2	4-A	Jun 50
NETWORKS:			
ABC Chicago Shows	1	4-C	Jul 49
ABC News Department	Sample		Feb 49
1st Cable Allocations	1	5-C	Jul 49
Chaos in the Hinterlands	2	8-B	Nov 50
Coast-to-Coast Debut	3	8-A	Oct 51
Daytime Programming	2	2-A	Apr 50
Personnel:	1	1-C	Mar 49
	1	4-B	Jun 49
	1	8-B	Oct 49
	1	10-C	Jan 50
	2	4-C	Jul 50
	2	7	Sep 50
	3	9	Nov 51
PROGRAM COSTS, BUDGETS:	1	6	Aug 49
	2	2	Mar 50
	3	1	Feb 51
PROGRAMS ON THE AIR: (Credits & Data)	1	5	Jul 49
	1	7	Sep 49
	1	9	Dec 49
	2	1	Feb 50
	2	4	Jun 50
	2	7	Sep 50
	3	4	May 51
	3	9	Nov 51
PACKAGERS:			
Packager Survey	2	5	Jul 50
Film Survey	3	6	Aug 51
Archer (Film)	1	10-A	Jan 50
Jerry Fairbanks (Film)	1	9-B	Dec 49
Goodson-Todman	2	1-C	Mar 50
West Hooker	1	1-A	Mar 49
Martin Stone	1	8-A	Oct 49
James Saphier	3	8-A	Oct 51
TOP Prodns	1	2-B	Apr 49
Noel Wesley	1	2-C	Apr 49
World Video	Sample		Feb 49
PACKAGES AVAILABLE:	Sample		Feb 49
	1	1-C	Mar 49
	1	3-B	May 49
	1	5-C	Jul 49
	1	8-A	Oct 49
	1	9-B	Dec 49
	2	1-C	Mar 50
	2	5	Jul 50
	2	9-D	Dec 50
	3	3	May 51
PROGRAMMING TRENDS:			
Early 1949	1	1-A	Mar 49
Film Study in NYC	1	1-B	Mar 49
Spring 1949	1	2-B	Apr 49
End of Cycle - 1949	1	3-C	Jun 49
The Giveaway Trend	1	4-A	Jun 49
Pulse 6-Month Study	1	5-B	Jul 49
Summer 1949	1	5-C	Jul 49
Fall 1949	1	9-A	Dec 49
Daytime	2	2-A	Apr 50
End of Cycle - 1950	2	4-B	Jun 50
Daytime	2	8	Nov 50
Children's Shows	2	8-D	Nov 50
Giveaways	3	2-A	Mar 51
End of Cycle - 1951	3	5-D	Jun 51
Casualties - '50-51	3	5-D	Jun 51
Trend Toward Dramas	3	5-B	Jun 51
107 Stations Examined	3	6	Jul 51
Daytime Sellout	3	7-D	Sep 51
Summer Results	3	8-B	Oct 51
PUBLICITY TECHNIQUES:	2	5-C	Jul 50
RATINGS: Survey	2	7-A	Sep 50
Network Contest	2	9-C	Dec 50
Spring Status	3	2-B	Mar 51

INDEX TO FEATURES - FEBRUARY 1961 TO AUGUST 1961

	VOL.	NO.	DATE
ADVERTISING AGENCIES:			
Agencies & Programs	I	Sep	Nov 49
Agencies & Programs	2	3-A	Feb 50
Personnel, Clients, Shows	2	7	Sep 50
Personnel, Clients, Shows	3	2	Nov 51
TV Heads	I	5-A	Jul 49
TV Heads	2	1-B	Mar 50
Station & Timing	I	10-T	Feb 50
Supplier-Media	I	4-B	Apr 49
Tech : Supplier	2	6-B	Aug 50
Affiliation Map	2	3-A	Sep 50
Trade Associations	2	1-E	Mar 50
Overall-Trade	I	1-G	Mar 49
J. Walter Thompson	Supple		Feb 49
Young & Rubicam	I	3-C	Jun 49
CONFERENCES:			
	I	8	Oct 49
	Special		Apr 50
	Special		Jun 50
	3	2	Mar 51
DATEBOOK LISTS:			
	2	3-A	Feb 50
	3	1-B	Feb 51
	3	3	Feb 51
DIRECTORIES:			
	2	7	Sep 50
	3	5	Nov 51
FEATURES AVAILABLE:	3	6	Jul 51
	2	6-C	Nov 50
FILM:			
	2	10	Jan 50
	3	7	Aug 51
Net Weekly Section:	3	6-C	Jul 51
GUESTS LISTS (with day):	3	6	Jul 51
NEWS COVERAGE:	2	8-A	Jun 50
NETWORKS:			
ABC Chicago Shows	I	4-C	Jul 49
ABC New York Department	Sample		Feb 49
Net Cable Allocations	I	5-C	Jul 49
Shows in the Metropolis	2	8-B	Nov 50
Coast-to-Coast Nets	3	3-A	Oct 51
Prime Programming	2	2-A	Apr 50
Personnel:	I	1-C	Feb 49
	I	4-B	Jun 49
	I	8-A	Oct 49
	I	10-C	Jan 50
	2	4-C	Jul 50
	2	7	Sep 50
	3	9	Nov 51
PROGRAM COSTS, BUDGETS:	I	6	Jun 49
	2	2	Mar 50
	3	1	Feb 51
PROGRAMS OF THE DAY:	I	5	Jul 49
(Credits & Data)	I	7A	Sep 49
	I	9	Dec 49
Feature Films:	2	1	Feb 50
	2	4	Jun 50
	3	4	Jun 51
	3	5	Jul 51
	3	6	Jul 51
	3	8	Sep 51
	3	9	Nov 51
	3	10	Dec 51
	3	11	Jan 52
	3	12	Feb 52
	3	1-A	Mar 52
	3	2-A	Apr 52
	3	3-A	May 52
	3	4-A	Jun 52
	3	5-A	Jul 52
	3	6-A	Aug 52
	3	7-A	Sep 52
	3	8-A	Oct 52
Network Programs:			
	3	9-A	Nov 52
	3	10-A	Dec 52
	4	1-A	Jan 53
	4	2-A	Feb 53
	4	3-A	Mar 53
	4	4-A	Apr 53
	4	5-A	May 53
	4	6-A	Jun 53
	4	7-A	Jul 53
	4	8-A	Aug 53
	4	9-A	Sep 53
	4	10-A	Oct 53
	4	11-A	Nov 53
	4	12-A	Dec 53
PROGRAMS AVAILABLE:			
	2	8-A	Jun 50
	2	8-B	Jun 50
	2	8-C	Jun 50
	2	8-D	Jun 50
	2	8-E	Jun 50
	2	8-F	Jun 50
	2	8-G	Jun 50
	2	8-H	Jun 50
	2	8-I	Jun 50
	2	8-J	Jun 50
	2	8-K	Jun 50
	2	8-L	Jun 50
	2	8-M	Jun 50
	2	8-N	Jun 50
	2	8-O	Jun 50
	2	8-P	Jun 50
	2	8-Q	Jun 50
	2	8-R	Jun 50
	2	8-S	Jun 50
	2	8-T	Jun 50
	2	8-U	Jun 50
	2	8-V	Jun 50
	2	8-W	Jun 50
	2	8-X	Jun 50
	2	8-Y	Jun 50
	2	8-Z	Jun 50
	3	5	Jul 51
	3	7-C	Sep 51
	3	9-B	Oct 51
PROGRAMS OF THE DAY:			
(Credits & Data)	I	1	Jan 49
	I	2	Feb 49
	I	3	Mar 49
	I	4	Apr 49
	I	5	May 49
	I	6	Jun 49
	I	7	Jul 49
	I	8	Aug 49
	I	9	Sep 49
	I	10	Oct 49
	I	11	Nov 49
	I	12	Dec 49
	2	1	Jan 50
	2	2	Feb 50
	2	3	Mar 50
	2	4	Apr 50
	2	5	May 50
	2	6	Jun 50
	2	7	Jul 50
	2	8	Aug 50
	2	9	Sep 50
	2	10	Oct 50
	2	11	Nov 50
	2	12	Dec 50
	3	1	Jan 51
	3	2	Feb 51
	3	3	Mar 51
	3	4	Apr 51
	3	5	May 51
	3	6	Jun 51
	3	7	Jul 51
	3	8	Aug 51
	3	9	Sep 51
	3	10	Oct 51
	3	11	Nov 51
	3	12	Dec 51
	4	1	Jan 52
	4	2	Feb 52
	4	3	Mar 52
	4	4	Apr 52
	4	5	May 52
	4	6	Jun 52
	4	7	Jul 52
	4	8	Aug 52
	4	9	Sep 52
	4	10	Oct 52
	4	11	Nov 52
	4	12	Dec 52

	VOL.	NO.	DATE
SCENIC & SPECL EFFECTS:	3	4-B	May 51
SHOW REVIEWS:			
Auction-Aire	2	3-B	May 50
The Bat	2	1-B	Mar 50
Bway Open House	2	5-A	Jul 50
Camel News Caravan	1	10-A	Jan 50
Cavalcade of Stars	1	8-E	Nov 49
Drill Call	3	7-C	Sep 51
The Clock	2	8-C	Nov 50
Easy Does It	2	2-B	Apr 50
Ford Theater	1	10-B	Jan 50
Fred Waring Show	1	2-C	Apr 49
Garroway-At-Large	1	10-C	Jan 50
Goodyear-Whiteman Revue	1	10-D	Feb 50
Great Merlini	2	3-C	May 50
Ken Murray Show	2	2-C	Apr 50
Kraft Theater	1	8-C	Oct 49
Lucky Pup	1	9-A	Dec 49
Man Against Crime	2	3-A	May 50
Martin Kane	1	9-B	Dec 49
Meet Corliss Archer	3	8-A	Oct 51
Mr. & Mrs. Mystery	2	1-A	Mar 50
Old Knick Music Hall	1	9-C	Dec 49
Stop The Music	1	8-B	Oct 49
Truex Family	1	8-D	Nov 49
TV Telephone Game	2	2-A	Apr 50
Vanity Fair	1	9-E	Dec 49
We, The People	1	8-F	Nov 49
WPIX Sports Remotes	2	1-C	Mar 50
WPIX News	2	4-A	Jun 50
SPONSORS:			
Auto Campaigns of 1950	1	10-A	Jan 50
Hofstra Study	2	4-D	Jul 50
Sponsored Programs	1	3-A	May 49
Mail Order TV	1	10-E	Feb 50
New Approach To Summer	3	3	Apr 51
Radio, Not Yet on TV	1	10-D	Feb 50
Spot Check, Inc.	2	9-D	Dec 50
Westinghouse "Happy"	3	4-C	May 51
Daytime Sellout	3	7-D	Sep 51
STATION STUDIES:			
88 Stations on the Air	1	8-D	Nov 49
104 Stations on the Air	2	3-B	May 50
Daytime Programming	2	2-A	Apr 50
107 Stations & Trends	3	6	Jul 51
NYC Local Operations	2	2-B	Apr 50
Southern Stations	2	1-A	Mar 50
WBZ-TV Boston	Sample		Feb 49
WBKB Chicago	1	2-C	Apr 49
WCBS-TV New York	Sample		Feb 49
WDTV Pittsburgh	1	9-C	Dec 49
WFIL-TV Philadelphia	1	8-D	Nov 49
WMAR-TV Baltimore	2	3-B	May 50
WMCT Memphis	2	1-A	Mar 50
WOR-TV New York	1	8-B	Oct 49

	VOL.	NO.	DATE
STATION REP STUDY:	1	8-E	Nov 49
SUBSCRIBER POLLS:			
Questions	1	9-E	Dec 49
Results	1	10-B	Jan 50
Results	2	10-D	Jan 51
Raise in Rates	2	10-C	Jan 51
SUMMER PROGRAMMING:			
Hiatus Status	3	3	Apr 51
Sports	2	6	Aug 50
1951 Results	3	8-B	Oct 51
TIME SELLOUT:	2	7-B	Oct 50
THEATER STUDIOS:	2	7-C	Oct 50
TITLES - TV PLAYS:	2	5-C	Aug 50
With Writer Credits	2	9-B	Dec 50
With Writer Credits	3	5-B	Jun 51
Comedy Writers	3	3-B	Apr 51
Writer Credits	2	1-D	Mar 50
" "	3	9-B	Nov 51
TALENT FEES - UNIONS:			
Survey - All Fields	2	3	May 50
Scenic & Costume	3	7-B	Aug 51
Costumers	1	7-C	Sep 49
United Scenic Artists	Sample		Feb 49
Dramatic Talent	1	6-B	Aug 49
The Free-Lance Actor	3	7-A	Aug 51
Actors Equity	Sample		Feb 49
Directors	1	10-C	Jan 50
Musicians, Arrangers	2	2-C	Apr 50
Music Rights & Fees	2	2-C	Apr 50
Variety Talent	1	6-C	Aug 49
Writers	1	6-A	Aug 49
Writers & Credits	2	1-D	Mar 50
General Status Survey	3	9-A	Nov 51
PROGRAM SCHEDULES:			
1st Issue (Pocket Piece)			Jan 50
2nd Issue "			Apr 50
3rd Issue "			Jun 50
4th Issue "			Aug 50
5th Issue (Mimeo)	2	7-B	Oct 50
6th Issue "	3	3-D	Apr 51
FIRSTS:			
1st Talent Showsheet	1	4-A	Jun 49
1st News Digest	1	3-A	May 49
New Format	1	4-B	Jun 49
1st Hwood Report	1	8-C	Oct 49
1st Talent Locator	2	10-B	Jan 51
1st Film Section	3	6-B	Jul 51
1st Sponsor Activity	3	6-B	Jul 51
New Hwood Section	3	8-A	Oct 51

** Order Extra Copies @ $3 each

	VOL.	NO.	DATE
[illegible]	3	4-B	Mar 50
[illegible]:			
[illegible]-Life	2	2-C	Mar 49
La Ley	2	1-D	Mar 49
Same Open Door	2	3-A	Jul 49
Sears Has Overseas	1	10-A	Jan 49
Savings of Wars	1	8-D	Nov 49
Shell Oil	3	1-D	Sep 50
Life Clock	2	6-C	Nov 49
Short Term Ad	2	2-D	Apr 50
Short Sweeps	1	10-B	Jan 49
Steel Making Slow	1	2-C	Nov 48
Sunshine-Vitamin-Large	1	10-C	Jan 49
Sundstrand-Aircraft Power	1	11-D	Feb 49
Speed Up Plant	3	3-C	May 50
Sun Shines Down	2	2-C	Apr 49
Stats Theater	1	8-C	Oct 48
Sudden Spot Ad	1	9-A	Dec 48
Sun Against Cities	2	3-A	Nov 49
Martin Tank ...	3	1-I	Jan 50
Great Consolidation	1	8-A	Oct 48
Mr. Wm. Weaver	2	1-A	Mar 49
Sold Stock Under Cost	1	9-C	Jan 49
Stop Ice Wagon	1	2-D	Dec 48
Stock Trading	1	5-C	Nov 48
Of Holding Co.	1	7-A	Apr 49
Vanity Fair	1	3-C	Jan 49
Mr. Tom Sculle	1	8-B	Nov 48
Stock Quote Service	2	1-C	Mar 49
Still Cry	2	4-A	Jun 49
[illegible]:			
Auto Production of 1950	1	10-A	Jan 50
Motors Study	3	4-A	Jul 50
Spectacular Program	1	7-A	Feb 49
Will Power TV	1	10-B	Feb 49
Tom Anderson To Manage	3	3	Apr 50
Radio, Not Yet on TV	3	10-C	Jan 50
Post Radio Ins.	2	9-D	Dec 49
Martin Cooke Tempo	3	1-C	May 50
Spring Million	3	7-B	Jan 50
[illegible]:			
50 Stocks on the Air	1	8-A	Nov 48
10% Stocks on the Air	2	7-B	Feb 49
Marine Insurance	2	8-A	Apr 49
107 Stations - Trends	3	6	Jul 50
NYC Local Operations	1	2-C	Apr 49
Southern Stations	2	1-A	Mar 49
WMCA-TV Boston	Sample		Feb 49
WNBC Chicago	1	7-D	Apr 49
WCBS-TV New York	Sample		Jan 49
Navy Attempts	1	9-C	Dec 48
WFIL-TV Philadelphia	1	8-C	Nov 48
WCBS-TV Baltimore	2	2-A	Mar 49
107 Memphis	2	1-A	Mar 49
WCBS-TV New York	1	8-B	Dec 48
[illegible]:			
Sales Promotion	3	4-B	Mar 50
[illegible]:			
Quality-Life	2	2-C	Mar 49
La Ley	2	1-D	Mar 49
Same Open Door	2	3-A	Jul 49
Sears Has Overseas	1	10-A	Jan 49
Savings of Wars	1	8-D	Nov 48
Shell Oil	3	1-D	Sep 50
Life Clock	2	6-C	Nov 49
Short Term Ad	2	2-D	Apr 50
Short Sweeps	1	10-B	Jan 49
Steel Making Slow	1	2-C	Nov 48
Sunshine-Vitamin-Large	1	10-C	Jan 49
Sundstrand-Aircraft Power	1	11-D	Feb 49
Speed Up Plant	3	3-C	May 50
Sun Shines Down	2	2-C	Apr 49
Stats Theater	1	8-C	Oct 48
Sudden Spot Ad	1	9-A	Dec 48
Sun Against Cities	2	3-A	Nov 49
Martin Tank ...	3	1-I	Jan 50
Great Consolidation	1	8-A	Oct 48
Mr. Wm. Weaver	2	1-A	Mar 49
Sold Stock Under Cost	1	9-C	Jan 49
Stop Ice Wagon	1	2-D	Dec 48
Stock Trading	1	5-C	Nov 48
Of Holding Co.	1	7-A	Apr 49
Vanity Fair	1	3-C	Jan 49
Mr. Tom Sculle	1	8-B	Nov 48
Stock Quote Service	2	1-C	Mar 49
Still Cry	2	4-A	Jun 49
[illegible]:			
Auto Production of 1950	1	10-A	Jan 50
Motors Study	3	4-A	Jul 50
Spectacular Program	1	7-A	Feb 49
Will Power TV	1	10-B	Feb 49
Tom Anderson To Manage	3	3	Apr 50
Radio, Not Yet on TV	3	10-C	Jan 50
Post Radio Ins.	2	9-D	Dec 49
Martin Cooke Tempo	3	1-C	May 50
Spring Million	3	7-B	Jan 50
[illegible]:			
50 Stocks on the Air	1	8-A	Nov 48
10% Stocks on the Air	2	7-B	Feb 49
Marine Insurance	2	8-A	Apr 49
107 Stations - Trends	3	6	Jul 50
NYC Local Operations	1	2-C	Apr 49
Southern Stations	2	1-A	Mar 49
WMCA-TV Boston	Sample		Feb 49
WNBC Chicago	1	7-D	Apr 49
WCBS-TV New York	Sample		Jan 49
Navy Attempts	1	9-C	Dec 48
WFIL-TV Philadelphia	1	8-C	Nov 48
WCBS-TV Baltimore	2	2-A	Mar 49
107 Memphis	2	1-A	Mar 49
WCBS-TV New York	1	8-B	Dec 48
[illegible]:			
Station Rep Study	1	8-B	Nov 48
[illegible]:			
Conditions	1	9-B	Jan 49
Realize	1	10-B	Jan 50
Results	2	10-C	Jan 51
Sales in Sales	2	11-C	Jan 51
[illegible]:			
Radio Review	2	3	Apr 51
Stories	2	5	Aug 50
Spot Results	2	8-B	Oct 51
[illegible]:	2	7-B	Oct 50
[illegible]:	2	7-C	Oct 50
[illegible] - [illegible]:	2	5-C	Aug 50
With Million Dollars	2	9-B	Dec 50
With Better Results	3	5-B	Jan 51
Commly Writers	3	3-B	Apr 51
Wider Results	3	1-D	Mar 50
	3	4-D	Nov 51
[illegible] - [illegible]:			
Country - All Media	2	3	May 50
Beauty & Costume	3	7-B	Aug 51
Costumes	1	7-D	Feb 49
Filled Beside Letters	Sample		Feb 49
Dramatic Points	1	9-D	Aug 49
The Fred-Astaire Action	3	7-A	Aug 51
Across Society	Sample		Feb 49
Stereopticon	1	12-C	Jan 50
Magic Lens, Improve	2	9-C	Apr 50
Small Listing & Tear	3	3-C	Apr 50
Regular Letter	1	6-C	Aug 49
Pillows	1	6-A	Aug 49
Writers & Orella	3	3-D	Mar 50
Social Drama Survey	3	3-A	Mar 51
[illegible] - [illegible]:			
1st Issue (Index Issue)			Jan 50
2nd Issue "			Apr 50
3rd Issue "			Jun 50
4th Issue "			Aug 50
5th Issue (Index)	2	7-B	Oct 50
6th Issue "	3	3-D	Apr 51
[illegible]:			
1st Issue Summaries	1	4-A	Dec 48
1st News Digest	1	3-A	Nov 48
Mr. Forest	1	4-B	Jan 49
1st Wood Pecore	1	8-D	Oct 48
1st Pulse Locates	2	10-B	Jan 51
1st Film Studies	3	6-B	Jul 51
1st Upsurge in Activity	3	6-D	Jul 51
Mr. Wood Leaflet	3	6-A	Oct 51

** Order Index Copies @ $3 each

You Can Now See

"THE BEST* FILMS EVER MADE FOR TV"

**Just ask any of the agency executives who've seen them. They all agree!*

Screening Appointments Conveniently Arranged

Proudly Filmed By

SCREEN GEMS, INC.

TELEVISION DEPARTMENT

729 SEVENTH AVENUE, NEW YORK 19, N. Y.

For Screening Appointments . . . Call Circle 5-5044

P.S. We're specialists in TV commercials, too!

FILMCRAFT PRODUCTIONS

"go by the name"

FIRST & FOREMOST in T. V. FILM

with the "Life of Riley" series in 1949-50 for Pabst (through Warwick & Legler) . . . the *first* sponsored network film program . . . on the NBC-TV network.

with Groucho Marx's "You Bet Your Life" — now in our *second* year of filming this top-rated audience participation-comedy program (covering all of the 62 TV markets in the U. S.) for NBC-TV and the DeSoto-Plymouth Dealers (through BBD&O).

Filmcraft has stressed only top quality TV film (Academy award winner 1949, 1950)

• • •

The current Groucho Marx TV program is being filmed in a one-hour take, without interruption, using 8 cameras, Filmcraft's own developed 2000-foot magazines, and Filmcraft's developed synchronizing system. Important experiments have been made in the key lighting, shooting, and film developing and printing, to meet the unique needs of the electronic projectors of television stations. Filmcraft has trained its camera, lighting, and editing crews especially for TV film work.

For TV packagers, this *experience* is a *must*. The future of the star or the sponsors' product is far too important to be put in the hands of an inexperienced producer. Filmcraft is also budget conscious. Filmcraft's budgets are as low as any in the industry without losing top quality. All crews are union, and all sound is licensed.

• • •

Typical trade comment on our programs and our filmed commercials:

"All the top agencies now point to the Groucho Marx show as the criterion for filmed TV quality — a big bow for Filmcraft which produces it." (Hollywood Reporter, April 6, 1951).

Have you seen our new 60-second Harpo Marx Spots for J. Walter Thompson?

FILMCRAFT PRODUCTIONS

8451 MELROSE AVE. • LOS ANGELES 46, CALIF. • WEbster 3-9281

INSERT NOV.
DIRECTORY

ADDITIONS & CHANGES TO TV DIRECTORY, NOV, 1951

(As of January 10, 1952)

NETWORK PROGRAMS - Pg 2,5

Agency for Break the Bank & T-Men in Action should be Doherty, Clifford & Shenfield

PRODUCTION SERVICES - Pg 6

TV Consultants
Bert Gold(Titles).853-7th....PL 7-5469
H.Ketcham(Color)..101 Park...MU 4-6544
Rehearsal Studios
Gellendre Studio...39 W 67...SU 7-0619

NETWORK & NYC STATION LOCATIONS-- Pg 8

ABC-TV Center.....SU 7-5000

NETWORK PERSONNEL - Pg 8,9,10,11

ABC
Wm Phillipson....now Dir Western Div TV
Gayle Grubb.....VP(GenMgr KGO-TV,SanF)
John B. Lanigan..VP in Chg of Sales
Ruth Kiersted....now Facil& B'cast Supv
delete J.A.McDonald,Bertha Kurtzman
Ernest Felix.....now GenMgr KECA-TV
CBS
David Kees replaced Robert Bendick
Bert Lown.....Asst Sta Relations
Wm A Wood.....Dir News & Pub Affrs
Wm H Hylan.....now Eastrn TV Sls Mgr
Fred M.Thrower replaced David Sutton
delete Arthur Duram
NBC
Sylvester Weaver.now VP in chg TV Net
Thomas McAvity...now Mgr Tlnt&PgmPcrmt
A.A. Schechter...Exec Supervisor TV
Norman Grant.....TV Art Director
Sheldon Hickox...corrected spelling
Thomas Gallery...Dir Sports AM & TV
DuM
Robert L. Coe...Mgr TV Sta Rel Dept
delete Tom Gallery, Charlotte Stern

TV STATIONS ON THE AIR - Pg 15,16

Detroit - WXYZ-TV
John Pival - now Prog & Comm Mgr
Los Angeles - KECA-TV
Philip G. Hoffman - Mgr

STATION REPS - Pg 20

Weed & Co: Peter James - Head of TV

STATION PERSONNEL - Pg 20

WOR: delete Eugene S. Thomas, L.Tomalin

ADVERTISING AGENCY PERSONNEL - Pg 26

Ellington & Co
Hal James - now VP Chg AM & TV

Wm Esty - TV Commercial Dept Personnel
Stanley A. Lomas - Vice President
Ted Grunewald - Bus Mgr
Tony Pan - Exec Prod
Grant Thompson - Exec Prod
Gene Petrillo - Exec Prod
Don Devor - Assoc Prod
Tom Hogan - Assoc Prod
Charles Jilnicki - Assoc Prod
Morris Kinnan, Jr. - Assoc Prod
Kay Zanthos - Assoc Prod
Charles Kinney - Casting Director

ARTISTS REPS & CASTING AGENCIES - Pg 39

Dick Campbell.....81 E 125...SA 2-8666
Deborah Coleman..119 W 57....PL 7-1592
Martin Goodman....65 W 54....JU 6-1180
Frances Hidden...229 W 42....BR 9-1023
Wm W Schwartz...1650 Bway....PL 7-4285
Talent Reps.....46 W 54....PL 7-6866
Martin Poll.....200 W 57....JU 6-1890

PUBLICITY FIRMS FOR TV - Pg 39

Brenon & Morgan..270 Park....PL 9-1257

"LIVE" & FILM PACKAGERS IN NY - Pg 42

Consolidated TV...44 W 56....JU 6-0020
Harold C. Meyers..35 W 53....CO 5-6200
Package Shows....441 Lex.....MU 2-9010
Peerless TV.....729 Seventh.PL 7-2765

PRODUCERS OF FILM COMMERCIALS(NYC)-Pg 43

Filmack Trailer..619 W 54....PL 7-3809
Film-Art Service.210 W 50....CI 6-2426
Van Praag.....PL 7-2857

NYC FILM FACILITIES FOR RENTAL - Pg 43

Audiograph(Studio).846 Seventh.PL 7-6208

NOTE: Complete current program details carried in our Program Contact List, Vol 3 No.11 for January.

REPLACES PG 13
IN NOV.DIRECTORY

TELEVISION DATA CHART

(As of December 1, 1951)

Ranked by # of Receivers

Estimated TV Set Ownership (NBC) & Average Class A Hour Rates**

CITY	# STATIONS	HR RATE	TV SETS
New York	7	$ 800-4500	2,720,000
Los Angeles	7	750-2050	1,065,000
Chicago	4	1000-2200	1,060,000
Philadelphia	3	1000-2100	970,000
Boston	2	1000-1750	833,000
xDetroit	3	1100-1525	575,000
Cleveland	3	550-1425	548,000
Baltimore	3	650-1100	350,000
Pittsburgh	1	800	350,000
St. Louis	1	1225	348,000
Washington	4	450-975	312,000
Cincinnati	3	700-975	300,000
San Francisco	3	450-1000	298,000
Milwaukee	1	1075	294,000
Minn.-St.Paul	2	650-900	289,000
xBuffalo	1	1000	241,000
New Haven	1	900	212,000
Schenectady	1	825	187,000
Columbus	3	450-725	183,000
Indianapolis	1	800	182,000
Providence	1	800	180,000
Kansas City	1	800	170,000
Dayton	2	525-675	162,000
Syracuse	2	400-700	153,000
Atlanta	3	500-625	148,000
Dallas-Ft.Worth*	3	400	145,000
Toledo	1	725	137,000
Johnstown	1	625	127,000
Lancaster	1	650	123,000
Louisville	2	400-575	118,000
Seattle*	1	650	117,000
San Diego	1	400	110,000
Memphis	1	625	109,000
Houston*	1	600	108,000
Charlotte	1	500	106,000
Omaha	2	350-550	104,000
Richmond	1	525	98,800
Rochester	1	650	98,100
Oklahoma City*	1	500	92,300
Norfolk	1	500	91,200
Wilmington	1	525	87,400
Birmingham	2	300-425	81,100
Davenpt-RockIs	2	250-450	80,500
Grand Rapids	1	500	80,000
Miami*	1	600	80,000
Tulsa*	1	600	77,500
Greensboro	1	450	75,000
New Orleans*	1	525	72,600
Ames	1	300	71,000
Lansing	1	475	70,000
Salt Lake City	2	300-400	64,600
Kalamazoo	1	500	63,000
Huntington	1	300	62,500
Utica	1	400	60,000
San Antonio*	2	300-400	58,900
Erie	1	550	57,000
Nashville	1	375	48,300
Binghamton	1	400	47,200
Jacksonville	1	400	46,000
Phoenix*	1	300	38,900
Bloomington	1	200	18,000
Albuquerque*	1	195	12,100
#Matamoros(Mex)*	1	250	10.200
TOTAL TV SETS			15,176,200

TOTAL OPERATING STATIONS (Dec 1) - 109
TOTAL TV MARKETS - 64
Interconnected Markets - 53
*Non-Interconnected Mkts- 11
INTERCONNECTED STATIONS - 95

**All Class A rates as of Feb 1, 1952

Class A - 6 or 6:30pm-11pm Mon-Fri
12noon-11pm Sat & Sun

Class B - 5-6 or 6:30pm Mon-Fri
figure 75% of Class A Rate

Class C - All other time; figure 50% of the Class A Rate

½ Hour - 60% of Hour Rate
20 Min - 50% of Hour Rate
15 Min - 40% of Hour Rate
10 Min - 35% of Hour Rate
5 Min - 25% of Hour Rate

NETWORK CLASS A HOUR (Gross)**

ABC-TV:	63 Total Stations	$ 48,100
	47 Interconnected Sta	38,980
CBS-TV:	62 Total Stations	48,325
	51 Interconnected Sta	42,950
DuMont:	62 Total Stations	44,475
		39,675
NBC-TV:	64 Total Stations	50,275
	52 Interconnected Sta	44,900

Preliminary figures are for Brownsville Texas area only. No Mexican figures yet

x Does not include Canadian figures.

NOVEMBER 4-10, 1951

VOL. 3 NO. 9 SUPPLEMENT A

EDIT DIR: Murray Gross
NEWS ED: David B. Graham
TALENT: Gordon Leigh
RESEARCH: Jacqueline De Jur
BUS. MGR: Leonard Wayne
CIRCUL'N: Darryl King
HWOOD ED: Maybelle Lauria

Ross Reports ON TELEVISION

15 East 47th St. • New York 17 • PLaza 9-3870
6087 Sunset Blvd. • Hollywood 28 • HIllside 1100

Wallace A. Ross, Publisher
Copyright 1951-52

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(4)

ABC(Ch7) - 7:30-8pm; NEW TIME & TITLE; By-Line; from WJZ-TV to 5 sta(no kine data yet); Sponsor - Kaiser-Frazer Dlrs thru Weintraub; Prod - Hal Davis & George Quint & ABC-TV; Dir - Cort Steen ABC; Betty Furness stars as a wire service reporter. Show is on for five more weeks (made debut as News Gal Oct 20 Sat 12n-12:30pm), at which time it will be replaced by sponsor with The Adventures of Ellery Queen(currently on DuM Thurs 9-9:30pm).

CBS(Ch2) - 7:30-8pm; 6 Sundays only; DEBUT; Jack Benny Show; from KNXT(LA) to 35 sta plus 19 kine(possibly more); Sponsor - Amer Tobacco(Lucky Strike) thru BBD&O; Prod - Ralph Levy CBS & Hilliard Marks BBD&O; Dir - Ralph Levy CBS; Writers - Sam Perrin, Milt Josefsberg, George Balzer & John Tackaberry; Music Dir - Mahlon Merrick; Anncr - Don Wilson; Jack Benny stars in his usual radio format; show seen this date plus Dec 16, Jan 2, March 9, April 20 & June 1, replacing This Is Show Business these dates only.

NBC(Ch4) - 3-3:30pm; DEBUT Fair Meadows, U.S.A.; from WNBT to 25 sta & 2 kine; Sponsor - Johns-Manville thru J. Walter Thompson; Pkgr-Prod - Tony Stanford JWT; Dir - Alan Rhone JWT; new serialized drama of family life has Howard St. John, Ruth Matteson, Tom Taylor, Hazel Dawn, Jr. & Mimi Strongin as regular cast members.

8-9pm; DEBUT; Colgate Comedy Hour - Dean Martin & Jerry Lewis; from KNBH(Hwood) to 43 sta plus 15 kine; Sponsor - Colgate-Palmolive-Peet (Ajax & Halo) thru Sherman & Marquette, (Fab) thru Wm Esty, (Colgate Dental Cream & Palmolive Soap) thru Ted Bates; Superv - Sam Fuller NBC; Assoc Prod - Robert Masson NBC; Prod - Ernest Glucksman NBC; Dir - Kingman Moore NBC.

Mon(5)

CBS(Ch2) - 2:45-3pm Mon thru Fri; NEW SCHEDULE; Bride & Groom; from WCBS-TV to 24 sta plus 6 kine(Thurs only, other days vary); Sponsor - Hudson Paper Napkins(Thurs) thru Biow; Pkgr-Prod - Masterson, Reddy & Nelson; Dir - Ed Leftwich MRN; Had been seen T & Th only.

3-3:30pm Mon thru Fri; NEW TIME; Mike & Buff; from WCBS-TV to net; Sustaining; Prod - Jess Kimmel CBS; Dir - Judd Whiting CBS; had been seen on CBS COLOR Mon-Fri 10:30-11am.

3:30-4pm Mon-Fri; NEW TIME; Mel Torme Show; from WCBS-TV to the net; Sustaining; Prod - Bob Bach CBS; Dir - Lloyd Gross CBS; Music - Al Pellegrini orch; Torme stars with regulars including Mello-Larks, harmony quartet, Kaye Ballard, comedienne, & Harry Terry Group, instrumentalists; show was on CBS COLOR Mon-Fri 4:30-5pm.

Sat(10)

NBC(Ch4) - 7-7:30pm; DEBUT; Assembly VI; from WNBT to 6 sta plus 15 kine; Ford Foundation's TV-Radio Workshop presents 12-part series consisting of weekly current film reports on UN Genl Assembly in Paris which G.B. Buscemi will prepare; Prof Arthur M. Schlesinger, Jr., of Harvard, will narrate the programs; Superv - Robert Saudek & James Webb at Ford; Prod - John Turner at Ford.

NEWLY ANNOUNCED NETWORK FUTURES

Nov 18 - See It Now; CBS Sun 3:30-4pm; Sponsor - Aluminum Co of Amer(from Dec 2) thru Fuller & Smith & Ross; Prod - Edward R. Murrow & Fred W. Friendly; Murrow will be editor-narrator of live pickups of events & program will include specially filmed sequences including overseas reports, biographical features, human-interest stories & documentary features.

SPONSOR ACTIVITY

AMERICAN SAFETY RAZOR thru McCann-Erickson notified CBS that it was cancelling out of The Show Goes On (CBS Sat 9:30-10pm) as of Dec 8. Sponsor reportedly is annoyed because of CBS' plan to put a new 90 or 150 minute show opposite NBC's Saturday night "big" name line-up. Previously, ASR was forced to change time when CBS pre-empted the Thursday 8:30-9pm segment for Amos 'n' Andy.

LEVER BROS will pick up two, possibly three portions of the Ruth Lyons Show after January 1. Present sponsors include Campana, My-T-Fine, Corn Prods & C.F. Heublein.

LEHN & FINK(Hind's Honey & Almond Cream) thru McCann-Erickson dropped its sponsorship of Bride & Groom on Tuesdays; program retains Hudson Paper Napkins on Thursdays.

NEW YORK LOCAL STATION ACTIVITY

WABD - Bob Dixon Show; DEBUT Nov 5; Mon-Fri 6:30-7pm; Sponsor - Coca Cola Bottling Co of NY thru William Esty; Prod - Vincent Bogert WABD; Scripts - Al Johansen WABD; Bob Dixon will depict ways of Western life in new daily program, using a film made on Dixon's ranch, and presenting a guest each day who is adept at some phase of Western living.

Meet Your Neighbor, Tiny Fairbanks; DEBUT Nov 12; Mon-Fri 12n-12:15pm; Sustaining; Tiny Fairbanks will be seen in new program with bits of homey chatter, songs & a daily guest.

WOR-TV - La Rosa Movie Matinee(Mon-Fri 3:30-4:30pm starting Nov 5; Italian Movie Matinee(Sat 2-3:30pm from Nov 10 & from 2:30-3:30pm from Nov 24); Teatro-Televisione La Rosa Rossa (La Rosa Red Rose Television Theater)(Sat 2-2:30pm from Nov 24); Sponsor - La Rosa Products thru Kiesewetter Agcy; First two programs are film; the third will be the first "live" Italian-language dramatic TV program; Andre Luotto will produce & George Gatti will direct.

The Bess Myerson Show; Mon-Fri 4:30-5pm; Sustaining; Prod - Dick Randall & Richard Bernstein; Dir - Jerry Freeman WOR; Bess Myerson, a former Miss America, will feature shopping hints, fashion & guest interviews & will play piano. Jack Wilson will be the other MC.

HOLLYWOOD LOCAL STATION ACTIVITY

KTTV - Great Churches of the Golden West; DEBUT Nov 4; Sun 11am-12n; Sponsor - Inglewood Park Cemetery Assn; Dir - Ed Roden KTTV; Rev Clifton Moore of the First Presbyterian Church of Hwood will narrate the series, giving history of the denomination, different each week, plus history of that particular church.

[illegible]

[illegible]

[illegible]

NEW FIRM TO FILM "BIG TOWN" IN CALIFORNIA - Wilson Tuttle, VP of Ruthrauff & Ryan, ad agency handling the Lever Bros(Rinso) & Spry) Big Town account, and Marshall Grant, head of R & R's film department, concluded negotiations recently with Philip N. Krasne, Jack Jerome Gross & Jack DeWitt to film the Big Town television program in Hollywood. Krasne has been actively engaged in producing films such as "In Old New Mexico," "Song of the Range," and a series of "Cisco Kid" features. Jack Gross has been an executive producer at RKO, and as assistant to Dore Schary worked on such top films as "Enchanted Cottage," "China Sky," "From This Day Forward" and "The Locket." The third member of the new production firm, Jack DeWitt, is a former INS correspondent and has collaborated as a writer on "Louisiana," "Canadian Pacific," "Return of Rin-Tin-Tin" and many other films.

"ADVENTURES IN LIVING" SERIES SOON AVAILABLE - The Richard de Rochemont, Curtis Mitchell, Ernest V. Heyn package, Adventures in Living, a new documentary film series, is being offered for sale by the Jaffe Agency. Featuring Quentin Reynolds as host and narrator, the films will depict the achievements of living Americans. Non-fiction features taken from magazines such as Colliers, McCall's, Photoplay, Ladies Home Journal, Harpers, etc. will be used as the basis for the films. De Rochemont, who will produce the series, recently resigned as Producer of The March of Time. Mitchell, former Paramount publicity director, and president of Mitchell Film Associates, will be executive head of the organization, and Heyn, a former VP and editor-in-chief of Macfadden Publications, and currently editor of American Weekly, will be the editorial consultant.

UNLAND PRODUCTIONS(San Francisco) - Produced & directed by Fred Becker, a pilot documentary film shot at San Quentin Prison was given a trial showing on KNBH(LA) on Oct 31. The film covers the appearance of two prisoners before the California Adult Authority.

BERNARD LUBER & ROBERT MAXWELL COMPLETE FIRST "SUPERMAN" SERIES(LA) - Motion Pictures for Television will have 26 of the Luber-Maxwell Superman films available in December following the wind-up of production. Funds came from National Comics Publications which put up $450,000 for the series. The package was filmed in 64 days by two directors who used over 200 actors, 204 sets and 14 writers.

JERRY FAIRBANKS PRODS(LA) - New series, Academy Playhouse, will be put in production the middle of November, using top-flight names for the films. Irving Ashkenazy's "The Great McGousky" will be the first film in the series. Robert L. Lawrence, vice-president of the firm, has announced the appointment of Robert Richards, formerly of Westinghouse's advertising department, to the sales staff of Fairbanks' New York office.

FREDERICK ZIV(LA) - Production on new series of 39 films to be called The Unexpected has started. First two reels have been completed and shooting starts November 7th on four others. Directors - Sobey Martin, Eddie Davis & Paul Landres; Scripts - Lawrence & Lee.

SNADER TELESCRIPTIONS(LA) - Louis D. Snader has signed baritone Norman Atkins and soprano Arlene Carmen to do a series of solos and duets for Snader Telescriptions; the two singers have been appearing in concerts in the East. Frankie Carle & his orchestra will also make a series for Snader, marking their first television film appearance.

MORTON TELEVISION PRODUCTION(Chicago) - Twenty-six quarter-hour films have been completed for This is the Story, a new series being produced under the supervision of Morton Jacobson, President of Morton Radio & TV Productions, originator of the radio show of the same name. With Ed Prentiss as narrator, the films comprise dramatic stories of history, art, science, stage, screen, industry, etc. - all highlighting unusual facts in the development of the art or the industry. A total of 104 films are scheduled, which will be released thru Snader Sales at the rate of two-a-week. First programs will be available December 15.

ODYSSEY PRODUCTIONS(LA) - The new Sol Lesser-Douglas Fairbanks production company has signed Barney Sarecky to produce a series of 26 half-hour films based on the comic strip Terry and the Pirates. The company is in the process of restoring six Douglas Fairbanks, Sr. features which will also be released for television showings.

DICK DORSO WILL REPRESENT "PERRY MASON" SERIES - Erle Stanley Gardner, author of the Perry Mason series, signed Dick Dorso, formerly vice-president of UTP to be exclusive representative for the television series which is being filmed by Bing Crosby Enterprises. Gail Patrick, film actress, is associate producer of the films, and story conferences start next week. Crosby Enterprises has taken additional space at the RKO Studios and will film the series on that lot.

POLLACK JOINS PATHESCOPE - Mervin Pollack, government attorney who was an important cog in the Scophony anti-trust suit against Paramount and General Precision Co, becomes a vice-president of Pathescope of America, Inc, on November 5.

WES BEEMAN PRODS(LA) - December 1 is the starting date for the Mel Swift series. Pilot reel was made in September, and 12 more will be filmed for this first group. Production supervisor is Earle Harper. Harold Schuster will direct.

COMMERCIALS PRODUCTION

ARCHER PRODS(NY) - 1 (90") & 1 (60") completed for Federal Civilian Defense Administration(direct) for Nat'l Spots; FA with LS & M; using character of Bert the Turtle.
4 (60"), 5 (20") & 2 (8") completed for Champion Spark Plugs thru J.Walter Thompson for Nat'l Spot; LA with DR & VO.

CINEMART(NY) - 8 (60") completed for Schmidt's(Beer & Tiger Head Ale) thru Al Paul Lefton for Local Spot; 2 FA & 6 LA with LS.

PAUL J. FENNELL(LA)- 3 (60") completed for Campbell Soup thru Ward Wheelock for Nat'l Spot & Net Program; FA with LS & VO; Campbell Kids singing.

RKO-PATHE INC(NY)- 4 (60") completed for Toni Home Permanent thru Foote, Cone & Belding for Nat'l Spot; LA with VO & M; each spot uses two models as airline hostesses, young mothers, etc. to demonstrate how identical Toni's are to shop machine permanents.

SUTHERLAND(LA) - 16 (45") completed for Crosley Appliances(direct) for Nat'l & Local Spots & Net Programs; FA & LA with DR & VO.
1 (60") & 3 (20") completed for Wilson & Co thru Ewell Thurber & Assoc(Chi) for Local & Nat'l Spot; FA with DR, LS, VO & M.

FILM ACTIVITY(Continued)

WESTON TELEVISION PRODUCTION(Chicago) - Twenty-six quarter-hour films have been completed for Tele-in-the-Story, a new series being produced under the supervision of Norton Jacobson, President of Norton Radio & TV Productions; originator of the radio show of the same name. With Ed Prentiss as narrator, the films comprise dramatic stories of history, art, science, stage, screen, industry, etc. - all highlighting unusual facts in the development of the art or the industry. A total of 104 films are scheduled, which will be released thru Smalzer Sales at the rate of two-a-week. First program will be available December 15.

COLGATE PRODUCTIONS(LA) - The new Joel Jaeger-Douglas Fairbanks production company has signed Barney Sarecky to produce a series of 26 half-hour films based on the comic strip "Terry and the Pirates". The company is in the process of restocking six Douglas Fairbanks, Sr. features which will also be released for television showings.

FILM MORES WITH REPRESENTATIVE FRANK MASON' SERIES - Marie Stanley (Barbara), author of the Perry Mason series, signed with Mark Lewis, formerly vice-president of UPT to be exclusive representative for the television series which is being filmed by Ziv Crosby Interpublic, Bill Fabrick, film actress, is associate producer of the films, and story conference start next week. Crosby Interprises has taken additional space at the NBC Studios and will film the series on that lot.

POLLACK JOINS PARAMOUNT - Morris Pollack, government attorney who was an important cog in the antitrust suit against Paramount and General Precision Co, becomes a vice-president of Paramount Pictures of America, Inc, on November 3.

THE BROWN PRINT(LA) - December 1 is the starting date for the Mel Ferrer series. Pilot reel was made in September, and 39 more will be filmed for this first group. Production supervisor is Leslie Harper. Harold Lewis's director will direct.

COMMERCIAL TELEVISION

FOUNTAIN PRINT(NY) - 1 (30") & 1 (60") completed for Federal Civilian Defense Administration(direct) for Nat'l Spots; IA with IA & M; acting director of Mort the Turtle.
1 (60"), 3 (30") & 2 (8") completed for Champion Spark Plugs thru Walter Thompson for Nat'l Spot; IA with IA & VO.

CONNELLY(NY) - 2 (60") completed for Schmidt's(Beer & Tiger Head Ale) thru Al Paul Lefton for Local Spot; 2 IA & 6 IA with IC.

FRANK J. TEMPELTON(LA) - 2 (60") completed for Campbell Soup thru Ward Wheelock for Nat'l Spot; 1 for Fred Freeman; IA with IA & VO; Campbell Kids singing.

PRO-FARMS INC(NY) - 4 (60") completed for Ford Home Permanent thru Foote, Cone & Belding for Nat'l Spot; IA with VO & M; each spot uses two models as sighing actresses, young mothers, etc. to demonstrate how Ford's Tonic's use to stop machine permanents.

CUTTHELAND(LA) - 16 (45") completed for Dooley Appliances(direct) for Nat'l & Local Spots & Ref Programs; 1 IA with IA & VO;
1 (60") & 1 (30") completed for Allison & Co thru Ewell Thurber & Assoc(Cut) for Local & Nat'l Spot; IA with IP, IS, VO & M.

PROGRAM	NET TIME	GUESTS
		(S - Singer; D - Dancer; C - Comic; M - Musician)
		FRIDAY NOVEMBER 2
Garry Moore	CBS 1:30	Margaret Bourke-White
Kate Smith	NBC 4pm	Maria Neglia(violinist), Ethel & Albert

****Other shows on this date were listed in last week's issue.

		SATURDAY NOVEMBER 3
Betty Crocker	ABC 12N	Thomas Mitchell in scene from The Late Christopher Bean; Irene Hayes(florist)
City Hospital	ABC 12:30	James Monks, Jay Meredith, Owen Jordan, Anne Burr, Jonathan Marlowe, Don Hancock
Sammy Kaye	CBS 7pm	Frank Sinatra
Ken Murray	CBS 8pm	Dennis O'Keefe, Edward Arnold, Danny Alexander(D), Loretta & Clymas(D), Chico(top spinner)
All Star Revue (Jimmy Durante)	NBC 8pm	Margaret Truman, Eddie Jackson, Jack Roth, Jules Buffano
Faye Emerson	CBS 9pm	Salute to Miami - with Joe Frisco, Joan Edwards, Andy Russell
Your Show Of Shows (Sid Caesar)	NBC 9pm	Richard Arlen
Show Goes On (Robert Q. Lewis)	CBS 9:30	Talent: Bob Shaver(S), Gil Johnson(D), Gehrig & Weissmuller(D); Robert's Cue: Inez Matthews(soprano); Buyers: Gene Seville(Casa Seville, Floral Park), Maizie Hart (Rice Hotel, Houston), Bert Shevelove(Dir-Writer new Bway play)
Songs For Sale (Steve Allen)	CBS 10pm	Guest singers: Pearl Bailey, Eddie Fisher; Judges: Richard Himber, Martin Block, Ray Evans
		SUNDAY NOVEMBER 4
Meet The Press	NBC 4pm	Harold E. Stassen
Man Of The Week	CBS 5pm	Sen. Clinton P. Anderson
Gabby Hayes	NBC 5pm	Bat Masterson - with Gene Lyons, Lonny Chapman, Walter Mathau, Jeanne Bolan, Jeff Bryant
Sarah Churchill	CBS 5:45	Norman Rockwell
Out There	CBS 6pm	Ordeal In Space - by Edward Waldo from story by Robert Heinlein; with John Ericson, Robert Paige, Edward Moroney, Joseph Mantell, Howard Weirum, William A. Lee Rod Steiger
Star Of The Family (Peter Lind Hayes)	CBS 6:30	Dane Clark, Yvette, Georgie Tapps

TITLE	NET TIME	CHECK
	(8 - Sixpence; 2 - Jacks; 3 - Hearts)	
	FRIDAY MORNING	
Gerry Moore	DTE 1:30	Everyone Jumbo-Mike
Kim Sayle	KRO 4pm	Kim's Angels(Pickfield), Jonny & Albert

Previous Shows on this date were filmed in last week's issue.

SATURDAY AFTERNOON

Betty Jackson	AGO 12M	Tunes Mitchell in person from the late Christopher Smith. Tunes Sleep(Lindley)
Polly Campbell	AGT 12:30	Frank Hunter, Jerry Mac Cole, Lynn Jordan, Rose Swift, Christopher Hudson, Jim Jones
Dennis Lotis	DSP 1pm	Dennis Sharpe
Kim Brown	LTO 2pm	Jacob (Vicky, Robert Jewell), Sung Alexander(3), Kimberley Figure(3), Jim (Guy Spinner)
All Star Swing (Jimmy Lawrence)	MCA 3pm	Mike Cox, Terry, Kelly Christmas, Dave Jackson, Ian Hunt
Tony Bennett	CAG 3pm	Phil Jones (Piano) - with Jon Thompson, Ben Brooks, Mary Wassell
Jean Shaw of Dover (Jill Cassell)	DSO 3pm	Sharon Miles
Show Over (Mickey & Linda)	Thu 5:30	Alison Job Sharp(5), Cat Jordan(1), Shelley Fletcher(Harp), Kelvin's Cue: Inter Matthews(Piano) Bryers: Dave Smith (Drs Re-Mix, Richard Hunt), Nicola Jerr (Jim Butler, Drummer), Hugh Jones(Guitar) Jim Sayle(Bass)
Songs For Sale (Steve Allen)	THS 8pm	Janet Murray: Derek Bedford, Sylvia Tarrant, Glenda Fleming, Kelvin Sharp, Mary Brown

SUNDAY MORNING

Mum The Dame	1:30 4pm	Harold L. Grimes
Man Of The Week	CHE 3pm	Jon. Tim de P. Andrews
Bobby Sayle	ECT 7pm	Q's Fantasies - with Mary Lloyd, Lynn Jordan, Christopher Hudson, Jerry Brown
Sarah Churchill	CGS 3pm	Sarah Churchill
Out There	CSO 6pm	Owen's In Space - Mr Edward Mills View story by Jonathan Wilkins; with John Stevens, Robert Bailey, Simon Lemon, Roger Quantil, Donald Lorne, Julian Ja Ted Rea Orchestra
Cover Of The Sunday (Peter Jane Rogers)	CSS 8:30	Jane Clare, Photos, Cover Page

SUNDAY NOVEMBER 4(Cont'd)

Paul Whiteman	ABC 7pm	Anne Jeffreys
Chesterfield Time (Jerry Lester)	NBC 7pm	Agathon, Norma Kaiser(D), Harry Clark, Katherine Sergava
Jack Benny	CBS 7:30	Don Wilson, Dorothy Shay, Elliott Lewis (FROM HWOOD
Toast Of The Town (Ed Sullivan)	CBS 8pm	William Gaxton & Victor Moore, Nino Martini, Dorothy Sarnoff, Will Mastin Trio, Sammy Davis Sr., Sammy Davis Jr., Michael Bentine(C), Jewell & Warris(C), 3 Bassies
Fred Waring	CBS 9pm	Bobby Clark
Rocky King (Roscoe Karns)	DuM 9pm	Bride Of Fear - by Clinton Spooner & Ruth L. Baer; with Florence Anguish, Nat Polen, William Keane, Arthur Marlowe
Television Playhouse	NBC 9pm	Education of a Fullback - by David Shaw; with Joseph Buloff, Vinton Hayworth, Logan Field, Dorothy Malone Grace Valentine, Donald McKee, Walter Black, Richard S. Bishop
Plainclothesman (Ken Lynch)	DuM 9:30	Motive: Greed - with Philip Foster, Charles Jordan, Richard Shankland, Harold Stone, Ralph Welliver, Joyce Randolph
Celebrity Time	CBS 10pm	Madeleine Carroll, Edward Arnold
Leave It...Girls	NBC 10:30	Bert Lytell, Betty Impellitteri, Eva Marie Saint, Florence Pritchett, Eloise McElhone

MONDAY NOVEMBER 5

Nose For News	WOR 2:30	Buddy Weed
Mel Torme	CBS 3:30	Harold Lang & Helen Gallagher, Johnny Mercer
Kate Smith	NBC 4pm	Sen. Joseph McCarthy, Little Jack Little, The Lane Brothers(acro), John Butler Dancers
Magic Cottage (Pat Meikle)	WABD 6:30	Wild Bill Hiccup's College Caper - with Richard Camp, Bernie Kates
Mr & Mrs Mystery (John & Barbara Gay)	WOR 7pm	The Case Of The Murderous Speculation - with Oliver Cliff, Ellen Berry, Dora Clement
H'wood Screen Test	ABC 7:30	Butch Cavell, guest; The Cave - with Louise Buckley, Coe Norton
Date On Broadway (Bob Haymes)	DuM 7:30	Red Ingle
Mohawk Showroom (Roberta Quinlan)	NBC 7:30	Jackie Heller
Amazing Mr. Malone (Lee Tracy)	ABC 8pm	Two Lives Are Better Than One - by Alvin Boretz; with Rita Gam, Stiano Braggiotti, Oliver Thorndike, Douglas Watson, Sid Cassel

Soul Whitman	ABC 7pm	Some-Lo-Five
Essential Time (Jerry Lester)	WEO 7pm	Auditions, Jerome Kessler(b), Jerry Clark, Kentucky Burgess
Early Bird	CBS 7:30	Don Wilson, Dorothy Shay, Hilliard Marks (Jack Cook)
Court of the Town (Ed Sullivan)	CBS 8pm	Jimmy Durante & Helen Gallagher Morgan, Jane Morgan, Jerome Lowell, Bernard Gorcey, Phil Martin Trio, Gamble Revue Sr., Jerry Davis Jr., Michael Sorkine(C), Jewell & Matysa(C), 3 Dassies
Arthur Godfrey	CBS 8pm	Robert Shaw
Jerry King (Jerome Kern)	NBC 8pm	Philharmonic Pops - Alec Templeton(Sponsor) Phil Lu Baer, Jerome Kern, Alec Templeton, Jul Polk, Lillian Lenn, Anthony Arlene
Celebrities Playhouse	CBS 8:30pm	Adaptation of a Frigidaire - by Donald Ebbs with Joseph Bulloff, Arthur Kennedy, Logan Field, Dorothy Lemon, Jessica Valentine, Donald McKee, & Alex Black; Richard S. Stamp
Plain Jones (Jane Lynn)	NBC 8:30pm	Matinee Comedy - Vic Mills Producer; Jane Lynn, Richard Sanderlund, Harold Lloyd, Ralph Velliver, Joyce Randolph
Broadway Time	CBS 9pm	Dinah Shore, Dorothy Kirsten, Edward Arnold
Lux Radio Theatre	NBC 9:30pm	Part Lynch, Betty Hyperlitte(?), Eve Arden Saint, Florence Fabian, Elmer Monthome

MONDAY EVENING

Home For Keys	WOR 8:30	Dandy Vocal
Mel Torme	CBS 9:30	Harold Lamb & Jolson Mills, Johnny Mercer
Kate Smith	NBC 9pm	Sam, Bobby Sherwood, Little Jack Little, The Lane Brothers(Jerry), Jerry Lee Thorsen
Music Cottage (Dick Maible)	MBS 8:30	Vida Will Jennie Sullivan Cooper - with Richard Gray, Bernice Lane
Jo & Mrs Murphy (Joseph Kearney Cox)	NBC 9pm	The Case Of The Murderer Spontaneous - with Oliver Cliff, Julian Wiley, Jane Morgan
Frank & Frank Team	ABC 9:30	Dutch Savarin, Jesse, The Cave - with Louise Beckley, Joe Horton
Date On Broadway (Bob Burman)	CBS 9:30	Red Ingle
Joseph Gannon (Roberta Wrighton)	NBC 9:30	Sonia Heller
Martin & Martin (Jerry Martin)	NBC 9pm	The Wives Are Better Than One - by Alvin Boretz; with Rita Rey, Barbara Brasfield, Oliver Thorndike, Douglas Watson, Ann Donnel

Lux Theater	CBS 8pm	Confession - by Mac Shoub; with Thomas Mitchell, Russell Collins, Dorothy Blackburn, Biff Elliot, Ellen-Cobb Hill
Talent Scouts (Arthur Godfrey)	CBS 8:30	Mickie Evans(Western singer), Oke Collett(baritone) Yi-an Chang(pianist), The Harodela Quartet(S)
Voice Of Firestone	NBC 8:30	Ferruccio Tagliavini
Lights Out	NBC 9pm	The Chamber Of Gloom - by A.J. Russell, with Arnold Moss, Geraldine Brooks, Bruce Gordon, Harold McGee, Paul Gary, Paul Marlin, Earl Dawson
It's News To Me (John Daly)	CBS 9:30	James Mason & Pamela Kellino
Lucky Strike Theater (Robert Montgomery)	NBC 9:30	An Inspector Calls - by J.B. Priestly, adapt by Dennis Green; with Herbert Marshall, Faith Brook, Isobel Elsom, Bill Daniels, Jennifer Raine, Sarah Marshall, Joanne Woodlock
Studio One	CBS 10pm	The Hero - by Irwin Lewis; with Patricia Collinge, Paul Hartman, Beverly Dennis, Gene Steiner, Marc Cramer, Mort Stevens, Joe Sweeney, Seth Arnold, George Mitchell, Michael Brown

TUESDAY NOVEMBER 6

Garry Moore	CBS 1:30	Alice Pearce
Kate Smith	NBC 4pm	Yvonne, Clavella & Farrar(D), Sigmund Rothschild (art collector), Rudy Cardenas(juggler)
Trapped	WOR 7:30	Marya - with Leon Askin, Vilma Kurer, Bert Bertram
Stork Club	CBS 7:45	John Loder, William Gaxton
Frank Sinatra	CBS 8pm	Jackie Gleason, Pert Kelton, June Hutton
Texaco Star Theater (Milton Berle)	NBC 8pm	Vaughn Monroe, Carmen Miranda,The 3 Rockets(D)
Cosmopolitan Theater	DuM 9pm	Lost Concerto - by Libbie Block, adapt by Arnold Schulman; with Susan Douglas, Fay McKenzie, Lon Chaney, Ruth McDevitt, Peggy Meredith, David Kerman, Philippa Bevans, Crahan Denton, Shirley Eggleston, James Bender
Fireside Thtr(film)	NBC 9pm	Big Night In Boonetown - by George Zuckerman, adapt by Thomas Haines; with John Mitchum, Leonard Freeman, John Warburton, Emory Parnell, Dabbs Greer, Guy Kingsford, Aline Towne, John Wald, John Indrisano, Pat O'Moore
Suspense	CBS 9:30	Moonfleet - Part I of a 2 episode story - by Halsted Wells, from the novel by S.M. Falkner; with Jack Dimon, Edgar Stehli, John Baragrey, Cyril Ritchard, Clark Bingham, Steffi Shaw, Jack Weston, John Hallow, Henry Beckman, George Prescott, Donal Cardwell, Romeo Muller, Lewis Lytton, Lawrence Cregar, Chris Gampel, John Malcolm, Theodore Field

Lux Theater	CBS 10a	Lindbergh - by Paul Gerard Smith with Thomas Mitchell, Gladys Cooper, Ernest Truex, Leadhorse. Stiff Talley, Allen-Webb Still
Palace Theatre (Palace Theatre)	TBS 8:30	Mirella Evans(Vocalist, singer), Che-Lites(Barrisons) Il-Ken Chang(pianist), The Lucchesis Duo(Harp)
Voice of Firestone	ABC 8:30	Francesco Tanzlaria
Lux Video Theatre	NBC 9pm	The Gambler of Olympus - by J.J. Phoenix, John Arvin Moss, Dennis Hills Brooks, Bruce Taylor, Paul McGee, Paul Long, Lindbergh, Joel Jensen
It's Your Life (Lone Star)	CBS 9:30	Frank Nixon & Jerry Collins
Lights Out(Ken Theater (Ken Theater)	ABC 9:30	Mr. Miller's Ghost - by E. Tribble, adapt by Paul Gerard Smith with Andrew Duncan, Betty Brook, Isabel Dean, Bill Lambert, Jessica Tandy, Gerald Mohr, Jerome Cowan
Studio One	CBS 10pm	The Lord - by Irwin Lerner with Everett Sloane, Mary Sinclair, Jerome Cowan, Dan Ferrone, Jane Greene, Jean Stapleton, Ann Shoemaker, Joe Bernard, Michael Kane

TUESDAY EVENING 6

Perry Como	CBS 8:30	Perry Como
Life Begins	ABC 9pm	Jerome, Lovell [illegible] Schenkel/ [illegible]
Tempted	[illegible]	Mexico - with Lina Romay, Mike Ames, Bert Rebeka
Stevie Mac	CBS 7:45	Jolly Lyons, [illegible]
Frank Sinatra	CBS 9pm	Frank Sinatra, [illegible]
Second Lady Chanter (Million Dollar)	CBS 8pm	Vaughn Monroe, Jerome Kirkwood, The 3 Monkeys(3)
Commonwealth Theater	NBC 10pm	Lady Gravesend - by Julie de Borchgrave, adapt by Kyle Crichton with Anne Shoemaker, Ian Wolfe, Leo Chalmers, Jon Moffett, Ellen Morrison, Lydia Thomas, Philip Bevans, Charles Dexter, Philip Coolidge, Donna Taylor
Fireside Theatre(Film)	TBS 9pm	Fly Away Home - by Mary Coyle Chase, Mary Tyler Moore, Hugh Marlowe, Jerry Paris, Jack Warden, Jerry Lanfield, Della Cowan, Sue Ellwood, Allen Ferris, John Hull, John Lawrence, Pat Gilmore
Dragnet	CBS 7:30	Production - Part 1 of a 2 [illegible] story - by Richard Collier, from the novel by E.M. Palmer; with Jack Webb, Barton Maclane, Jack Kenney, Ben Alexander, Stacy Harris, Barry Atwater, Jack Webb, Barney Phillips, Dennis Cross, Dorothy Neumann, Dennis Weaver, Ellen Corby, Lurene Tuttle, Lurene Tuttle, Virginia Gregg, Maria Cooper, John Hoyt, Andrew Tombes

TUESDAY NOVEMBER 6(Cont'd)

Armstrong Theater	NBC 9:30	Fog Station - by Roger Garis; with William Eythe, Constance Ford, Robert Patten, Frank Fenton, Kenneth Bowles
Danger	CBS 10pm	High Wire High Steel - by Ken Kold, adapt by Paul Bauman; with Steven Hill, James Westerfield, Lenka Petersen, Michael Lewin, Fred Scollay
Hands Of Destiny	DuM 10pm	The Book Mark - by Lawrence & Virginia Dugan; with Dennis Harrison, Wendy Drew, Leona Powers, John Seymour, Richard Bowler, Martin Tarby
Nick Kenny	NBC 11pm	Jack Pearl, Christina Garden(soprano)

WEDNESDAY NOVEMBER 7

Kate Smith	NBC 4pm	Dorothy Jarnac(D), Sonny Howard(S), Evalyn Tyner
Mohawk Showroom (Roberta Quinlan)	NBC 7:30	Art Lund
Perry Como	CBS 7:45	Tommy Edwards(S)
Kate Smith(eve)	NBC 8pm	Ben Blue, Tommy Dorsey & Orch, Frances Irvin(S), Bob London(S); Douglas Fairbanks Jr. in The Little Boy Who Wouldn't Smile - by Ellen & Richard McCracken; with Don Kennedy, Sandy Kenyon, Herbert Rudley, Vincent VanLynn, Chakyung Kim.
Don McNeill	ABC 9pm	Denise Darcel
Gallery...Liu-Tsong (Anna May Wong)	DuM 9pm	The House Of Quiet Dignity - by Hendrik Wilhelm Vollaerts; with Raoul de Leon, Henry Calvin, Svea Grunfeld, Herbert Ratner, Bernard Nodel
Kraft Theater	NBC 9pm	Justice - by John Galsworthy; with Malcolm Keen, Fred Stewart, Ellen Martin, Alan Shayne, Peter Pagan Basil Howes, Gerald Savory, Roger Plowden, David Cole, Noel Leslie, E.G. Marshall, Leslie Barry, John Moore
The Clock	ABC 9:30	The Silent Hand - by Robert Sloane; with John Merivale, Mary Patton, John Boruff, Alexander Clark
The Web	CBS 9:30	He Was Asking For You - by Margery Allingham, adapt by Elaine Ryan; with Patricia Wheel, Lin McCarthy, Georgia Burke, A.J. Herbert, Donald Murphy, Robert Dale Martin, Robert Middleton, Frank Dana
Shadow Of A Cloak	DuM 9:30	Carnival In Berlin - by Lawrence & Virginia Dugan; with Grant Gordon, Vilma Kurer, Rod Steiger, Tom McDermott, Suzanne Caubaye, Noel Drayton

THURSDAY NOVEMBER 8

Kate Smith	NBC 4pm	Jimmy Dorsey & Orch, The Dunhills(D)
Stork Club	CBS 7:45	George MacManus, Constance Bennett

THEATRE LISTINGS (Detail)

Washington Theatre	WTC 9:30	Hot Breakfast - by Jerry Devine; with William Evans, Constance Cone, Robert Peters, Frank Fenton, Eleanor Rollins
Lyceum	CSC 10pm	High Tide High Street - by Ken Kidd, adapt by Paul Sommers; with Mary Hill, Jane Wadsworth, Leslie Peterson, Edward Lewis, Fred Dreiley
Lords Of Darkness	Sun 10pm	The Dark Work - by Lawrence S Virginia Dwyer; with Bertie Hurlburt, Wally Ross, Lorna Sowers, John Sullivan, Richard Lewis, Martin Darby
Old Guard	MSC 10pm	Jack Frost, Christmas Garden(premiere)

CONCERTS AND RECITALS

Lois Smith	MSC 8pm	Dorothy Sarnoff(P), Bruno Howard(Gt), Evelyn Lyman
Johnny Dorsey (Acoustic Quintet)	WCT 7:30	Arts Land
Jerry Tabb	CSM (ed)	Jerry Schwartz(L)
Lute Quintet(Live)	WSC 9pm	Ben Blue, Jerry Dorsey & Orch, Frances Irwin(S), Bob Landon(L); Douglas Lutkenhaus Jr. in The Little Sir The World's Walls - by Allen J Richard McCrackenthorp; with Ann Kennedy, Brad Kenyon, Lorraine Malley, Vincent Verdugo, Charlotte Kim
Jim Kendall	ADC 10pm	Dorlae Dorsel
Collinsville-Jason (Dance Party Band)	Fri 9pm	The House Of Outer Tranquility - by Roderick Williams Collinsville; with Jerel de Leon, Henry Calvin, Ryan Jarvis, Joseph Kenner, Leonard Bodel
Lewis Dupont	MSC 10pm	Jardino - by John Galsworthy; with Malcolm Lewis, Jane Observer, Milne Martin, Alan Sherwe, Peter Hagen Hall Howe, Donald Gurney, Roger Thorder, David Cole, Noel Leslie, R.C. Marshall, Leslie Berry, John Moore
The Clock	ABC 9:30	The Silent Hour - by Robert Sloane; with John Ferrivale, Mary Tatton, John Ferrell, Alexander Clark
Jim Lee	CBS 9:30	Le Man Ashley For Tom - by Jerry Allegan, adapt by Jaime Jean; with Frederick Ahrel, Jim Moriarty, George Martin, A.J. Herbert, Donald Murphy, Robert Dale Morris, Adam Middleton, Frank Dean
Shadow Of A Giant	Tue 8:30	Farewell In Berlin - by Lawrence S Virginia Dwyer, with Glenn Gordon, Tilde Kinner, Rod Sweitzer, Jan Lockwood, Suzanne Perkins, Noel Trayman

THEATRE INTERMISSIONS

Kate Smith	TBC 4pm	Jerry Lewis & Cast, The Lucille(P)
Jerry Tabb	TBC 9:45	Georgie Henderson, Jonathan Sawyer

THURSDAY NOVEMBER 8(Cont'd)

T-Men In Action	NBC 8:30	The Case Of The Friendly Double-Cross - by Abe Ginnes; with Joe Downing, Charles Mendick, Gene de Santis, Eileen Heckart, Jim Nolan
Ellery Queen (Lee Bowman)	DuM 9pm	Murder To Music - by Helen Hanff; with Jerome Cowan, Nancy Coleman, Peggy Allenby, Glad Davies
Ford Festival (James Melton)	NBC 9pm	Jan Murray, Wally Brown, The Appletons(D)
Gruen Thtr(film)	ABC 9:30	That Time In Boston - by Les Crutchfield, adapt by Eve Greene; with Hillary Brooke, Jorja Curtright, Edward Ashley, Jeri James, Paul Bryar
Big Town (Pat McVey)	CBS 9:30	The Three R's - by Joseph Ruscoll; with Mildred Natwick, Alfred Ryder, Kem Dibbs, Joey Walsh, Maida Reade
Public Prosecutor (Warren Hull)	WABD 9:30	The Case Of The Devil's Heart - FILM - by Jack Hasty with Gloria Grant, Emmett Vogan, Cy Kendall, Joan Blair; Panel: Rex Stout, Betty Beuler, Glenn Langan
Racket Squad(film) (Reed Hadley)	CBS 10pm	Babies For Sale - with Marjorie Lord, Richard Martin, Emmett Vogan, Marilyn Thorpe
Martin Kane (Lloyd Nolan)	NBC 10pm	Judith Evelyn, Robert Emhardt, Charlotte Knight, Jack Sheehan, Ellis Hajan, Helen Kingstead
Bigelow Thtr(film)	WABD 10pm	The Hot Welcome - by William Bruckner; with Gale Storm, Richard Denning, Elizabeth Patterson, Tony Caruso
At Home (Earl Wrightson)	ABC 10:30	Nancy Reed

FRIDAY NOVEMBER 9

Garry Moore	CBS 1:30	Herb Shriner
Kate Smith	NBC 4pm	Henny Youngman, Hal LeRoy, Ethel & Albert
Life With Linkletter	ABC 7:30	Florence Chadwick
Mystery Thtr(film) (Tom Conway)	ABC 8pm	Purse Of Death - by Buckley Angell; with Peter Mamakos, Richard Martin, Clark Howat, Marjorie Lord
Man Against Crime (Ralph Bellamy)	CBS 8:30	Patricia Barry, John Heath, Sally Chamberlain, Donald Burr, Dwight Marfield, Lillian Bronson
Crime With Father (Rusty Lane)	ABC 9pm	The Cry Of The Hounds - with Hugh Thomas, Wendell Phillips, Ray Danton, Adelaide Klein
Schlitz Playhouse	CBS 9pm	Decision And Daniel Webster - by Hector Chevigny; with Walter Hampden, Charles Dingle, Enid Markey, Matt Briggs, Gavin Gordon, Richard Purdy, Ken Renard, Joseph Holland, Byron Russell, Jonathan Braman, Nelson Olmstead

Lights In Action	NBC 8:00	The Dawn Of The Twenty-First Century - by Alan Alexander; with Joe Fleming, Charles Kendall, Dave de Corsia, William Redfield, Jim Nolan
Hilary Brown (Joe Bassett)	Tue 8:15	London To Paris - by Julian Funt; with Jerome Cowan, Nancy Gilchrist, Peggy Allenby, Glad Davies
Turf Festival (Jesse Kelton)	ABC 9:00	Sam Levene, Molly Brown, The Appletons(T)
Brown Club (Film)	NBC 9:00	Test Time In Boston - by Jim Brinnifield, emcee by Jim Broome; with Hildegarde Brooks, Jerry Martinez, Shawn Dailey, Jerl Jones, Paul Sayer
Big Town (Jeff Chandler)	CBS 9:00	The Dress Job - by Gene L. Coon; with Michael Ansara, Alfred Ryder, Ken Olsen, Joey Walsh, Hedda Hopper
Public Prosecutor (Warren Hull)	MBS 9:30	The Case Of The Jovial Liar - KTLA - by Jack Sheehan; with Gloria Gray, Jerry Tomlin, Ty Ashby, Jean Blair; Panel: Fox Stone, Peggy Rodgers, Glenn Langan
Secret Dragnet (Film) (Reed Hadley)	CBS 10pm	Bridge Over Jade - with Lorraine Lund, Stanley Ferrin, Marvin Miller, Martin Kingsley
Martin Kane (Lloyd Nolan)	NBC 10pm	Judge Avolon, Robert Emhardt, Charlotte Ericson, Jack Nicholson, Julie Stevens, Helen Kleeberg
Big John (Film) (Ralph Bellamy)	ABC 10:30	The Air Raiders - by William Brinkmann; with Lyle Talbot, Richard Jaeckel, Elizabeth Patterson, Tom Neuman
Mr. Keen (Earl Hellman)	ABC 11:30	Randy Todd

Harry Morton	CBS 1:30	Lorne Greene
Kate Smith	NBC 2pm	Morgan Vanderveen, Ted Lewis, Mabel & Albert
Life With Linkletter	ABC 7:30	Florence Chadwick
Mystery Theater (Film) (Tom Conway)	ABC 8pm	Eyes, Co Queen - by Dudley Ansell; with Peter Mamoo, Richard Arnell, Cherry Scott, Marjorie Lord
Our Miss Brooks (Ralph Bellamy)	CBS 8:30	Potsie's Prize, Jean Blair, Sally Chamberlain, Donald Dorr, Dolan Borelsk, William Gordon
Crime With Father (Tommy Rettig)	ABC 9pm	The Day Of The Parade - with Hugh Thomas, Cecilia Phillips, Ray Larson, Adelaide Klein
Philco Playhouse	CBS 9pm	Phillips Jr. Special Location - by Horton Foote(TV); with Walter Hampden, Charles Dingle, Ann Harkey, Mary Phillips, Chris Duran, Richard Crenna, Kathleen Murphy, Joseph Sweeney, Jerome Cowan, Moselle Drake, Jane Clayton

Big Story	NBC 9pm	Guy Housley, Chicago Daily News - adapt by Abe Ginnes; with Vinton Hayworth, Bernard Grant, John Becher, Margaret Burlen, Norman MacKay, Riza Royce, Nellie Burt, Gladys Klark, Ronald Liss
Tales Of Tomorrow	ABC 9:30	The Search For The Flying Saucer - by Mel Goldberg; with Olive Deering, Vaughan Taylor, Jack Carter
Front Page Det.(film) (Edmund Lowe)	DuM 9:30	The Perfect Secretary - with Tim Graham, George Pembroke, Richard Jaeckel, Cajan Lee, Bill Kennedy, Lynn Thomas
Cavalcade Of Stars (Jackie Gleason)	DuM 10pm	Roberta Peters, Alan Dale, Bob Fosse(D)
Hwood Opening(film)	CBS 10:30	Grady Everett For The People - by Rod Serling, adapt by Oliver Crawford; with Burt Freed, Lynn Stallmaster, Byron Foulger, Stanley, Glenn, Gilbert Fallman, Barbara Wooddell
Eloise Salutes	DuM 11pm	Morris Frank(Seeing-Eye Organization)

TALENT LOCATOR SERVICE November 4, 1951

IN NEW YORK

JACK GOODE comic avail TV - AGT: Al Grossman CI 5-8422

HELEN SPRING film character actress avail TV - AGT: Jules Ziegler MU 2-2080

MARGALO GILMORE returned from coast - AGT: Joe McGee, Wm Morris JU 6-5100

CONSTANCE DOWLING - AGT: Frank Cooper Assoc VA 6-5661

LARRY STEVENS singer returned from coast Pers Rep: Ray Barron CO 5-7720

IRENE MANNING back from London - AGT: Joe McGee JU 6-5100

NINA OLIVETTE comedienne avail TV - AGT: Al Grossman CI 5-8422

THE SZONYS dancers current Palace - AGT: Talent Reps PL 7-6866

DENISE LOR current Garry Moore Show - AGT: Talent Reps PL 7-6866

MARY WELCH legit actress avail TV - AGT: Gus Schirmer

PHILIP REED in NY until Nov 14 - AGT: William Morris JU 6-5100

WALTER HAMPDEN - AGT: Lucille Phillips CI 7-3264

PATRICIA WHEEL - AGT: John Gibbs PL 7-5959

IN NEW YORK(Cont'd)

FRANCEY LANE vocalist - AGT: Murray Albert Talent Reps PL 7-6866

MARGARET TRUMAN - MGR: James Davidson CI 7-4737

CHESTER MORRIS - AGT: Jeff Hunter, MCA PL 9-7500

JESSE WHITE actor avail TV - AGT: Hank Leeds, Peed Assoc PL 7-3726

DONALD WOODS - AGT: Jack LawrenceJU 2-3885

ANN DVORAK - AGT: Wm Morris JU 6-5100

ROBERT MAXWELL swing harpist opening Hotel Pierre - AGT: Talent Reps PL 7-6866

GLORIA MARLOWE film ingenue avail TV - AGT: Bonnie Alden BR 9-6377

EARL WILSON - MGR: Frank Cooper Assoc VA 6-5661

TONI ARDEN - PRESS: Buddy Basch MU 7-8351

BUTCH CAVELL - PRESS: Ivan Black PL 5-4760

JOHN CAMERON SWAYZE - PRESS: Earle Ferris PL 9-2846

BILL STERN - PRESS: Arthur Pine VA 6-2680

RICHARD KILEY - AGT: Stephen Draper JU 6-4180

BARBARA ASHLEY - AGT: Gale Agcy PL 7-7100

[illegible]

[illegible]	ICC 10:00	[illegible]
[illegible]	AMC 10:00	[illegible]
[illegible]	The Fulton Brewhouse - with the Gordons, Country [illegible]
[illegible]	DMA 10:00	Roberts Fulton, Alan Dale, Tom Dawson
[illegible]	CBS 10:30	Great Ancestor, Ron The Jacobs - [illegible] by Oliver Ford [illegible]
[illegible]	NBC 11:00	Morris Ivan(Catholic Organization)

[illegible]

[illegible]

[illegible]

[

NOVEMBER 18-24, 1951

VOL. 3 NO. 9 SUPPLEMENT B

EDIT DIR: Murray Gross
NEWS ED: David B. Graham
TALENT: Gordon Leigh
HWOOD ED: Maybelle Lauria

Ross Reports ON TELEVISION

15 East 47th St. • New York 17 • PLaza 9-3870
6087 Sunset Blvd. • Hollywood 28 • HIllside 1100

Wallace A. Ross, Publisher Copyright 1951-52

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(18)

CBS(Ch2) - 3:30-4pm; DEBUT; See It Now; from WCBS-TV to 24 sta; Sponsor - Aluminum Co of Amer(from Sun Dec 2) thru Fuller & Smith & Ross; Producer - Edward R. Murrow & Fred Friendly; Ed Murrow will be narrator & director-editor. A successor to CBS Radio's Hear It Now, the program will combine film with significant news carried as it happens. Four mobile camera crews will be used exclusively - one in Korea, another in Washington, a third was with Murrow in Europe and the fourth is at present on a roving assignment in West Virginia. INS stills will be used along with the facilities of the CBS-TV News Department.

Thu(22)

CBS(Ch2) - 5-6pm; HIGHLIGHT; Thanksgiving Day Festival; from WCBS-TV to 33 sta; Sponsor - Longines-Wittnauer thru Victor A. Bennett; Prod-Dir - Alan Cartoun; Asst Prod-Dir - Ted Estabrook; Special Thanksgiving Day program, with Frank Knight as host, features "The Symphonette" and "The Choraliers", Eugene Lowell conducting, with Nino Ventura, tenor, Jay Edkins, bass, Edward Leighton, pianist, and the Le Coultre Ballet.

LAST WEEK'S NETWORK CHANGES

CBS - Up to the Minute; DEBUT Nov 10; Sat 6:45-7pm; from WTOP-TV(Washington, D.C.) to the net; Sustaining; News program replaced News With Morgan, and features Walter Cronkite with the latest news, with Jim Simpson giving sports highlights and James C. Fidler, meteorologist, reporting on national weather conditions.

NEWLY ANNOUNCED NETWORK FUTURES

Jan '52 - The Continental; Time & Net to be announced; Sponsor - Burlington Mills (Cameo Hosiery) thru Hirshon-Garfield; Pkgr-Prod - Masterson, Reddy & Nelson. Sponsor has signed the program for a thirty-nine week period; program features Renzo Cesana as a suave continental in romantic stories.

SPONSOR ACTIVITY

REYNOLDS METAL thru Buchanan, who last week picked up half-hour segment of the Kate Smith Evening Show (NBC Wed 8-9pm) dropped by CONGOLEUM-NAIRN, will sponsor the next simulcast of the NBC Symphony, Arturo Toscanini Conducting scheduled for Dec 29 on NBC (Sat 6:30-7:30pm).

SPONSOR ACTIVITY (Continued)

JOHNSON & JOHNSON thru Young & Rubicam will sponsor a full-hour special Walt Disney Show on Christmas Day. Disney is preparing the package and will narrate the program which will be dedicated to the medical, dental and nursing professions, and the druggists of the nation.

SERUTAN COMPANY, M.B. Rosenhaus, President, has appointed Franklin Bruck to handle Serutan, Sedagel and Journal of Living, effective January 1, 1952.

NYC LOCAL STATION ACTIVITY

WJZ-TV - Thanksgiving Day Parade; Thurs Nov 22 10:30am-12noon; Presented by Macy's Department Store in co-operation with ABC-TV News & Special Events. Bert Lahr will be Grand Marshall of the parade, with Hopalong Cassidy on his horse Topper, Howdy Doody, Clarabelle and others in Santa's entourage. Happy Felton will be Santa.

Jimmy Atkins' Saddle Pal Club; NEW TITLE & TIME Nov 19; Mon thru Fri 5-6:30 pm; Program was known as Tales of the Trail(Mon-Fri 5:30-6:30pm); Producer-Bernard I. Paulson WJZ; Jimmy Atkins, cowboy singing star, continues with songs and stories.

WOR-TV - That I May See; SPECIAL FEATURE Nov 18; Sun 2-3pm; WOR-TV News & Special Events in co-operation with Rev. Father Patrick Peyton, CSC, presents a special Thanksgiving film produced by Jerry Fairbanks; Script - Fred Niblo, Jr.; Film stars Ruth Hussey, Jeffrey Lynn, Ann Blyth, Joan Leslie, Pat O'Brien, Don Ameche, Gene Lockhart, Nelson Leigh and a cast of 240.

Little Tom Tom and his Wigwam Party; DEBUT Nov 20; Tue 5-5:15pm; Sponsor - Manhattan Quality Food Dealers thru Lester "L." Wolff; Prod - Lester "L." Wolff; Dir - Charlotte Armstrong; New puppet show with puppets created and operated by Harvey Benson; Scripts - Harvey Benson; MC - Red Benson. Program takes first 15 minutes of The Buster Crabbe Show on Tuesday only; other days (Mon thru Fri) Crabbe continues to be seen from 5-6pm.

HOLLYWOOD LOCAL STATION ACTIVITY

KLAC-TV - Frank Callender has been promoted from assistant stage manager to the post of producer-director at KLAC-TV.

KTLA - New Film Feature Program; DEBUT Nov 16; Fri 11:30pm-end; New program has "The Ape" starring Boris Karloff as its initial presentation.

KTTV - That I May See; SPECIAL FEATURE; Wed Nov 21 11:45pm; KTTV presents the special Thanksgiving film. See WOR-TV under NYC Local Station Activity.

The advent of the microwave programs has hit the independent Hollywood stations, according to a Daily Variety report, with KLAC-TV the only station currently in the black. Advertisers are not willing to foot the bills for local programs, costs of which have spiraled greatly, especially since they are now up against high-powered network programs. KTLA has 19 shows available, although vice-president Klaus Landsberg asserts that the income level has not dropped and is not worried about the situation. KTTV has about 10 participating shows available; five major films which sell at $3000 or more per showing also remain unsold.

SPONSOR ACTIVITY (Continued)

JOHNSON & JOHNSON then Young & Rubicam will sponsor a full-hour special Walt Disney show on Christmas Day. Disney is preparing the package and will narrate the program which will be dedicated to the medicinal, dental and nursing professions, and the dramatists of the nation.

SERVITAN COMPANY, M.D. Tosenbaum, President, has appointed Franklin Brown to handle Servitan, Dental and Journal of Living, effective January 1, 1952.

WTC LOCAL STATION ACTIVITY

WTC-TV - Thanksgiving Day Special Thursday Nov 22 10:30am-12noon; Presented by Macy's Department Store in co-operation with ABC-TV News & Special Events. Bert Lahr will be Grand Marshall of the parade, with footlights Dorothy on this morne Topper, Howdy Doody, Clarabelle and others in Santa's enchanted happy Pelicon will be Santa.

Timer Pitched Cadillac Pal (Jun) LIM FILM & TRAD Nov 19; Nov thru Dec 1-5:30 pm Program was known as Jales of the Pres(Jun-Dec 5:30-6:30pm); Produced Demand L. Brodson WTC; Stamp Ad co. Chicago company sponsor; Premium mugs and stamps.

WOR-TV - That I May See; SPECIAL FEATURE Nov 18; Sun 2-2pm; WOR-TV News & Special Events in co-operation with Lev. Esther Patrick Peyton, CSC, presents a special Thanksgiving film production by Jerry Fairbanks Productions, Inc.; Film stars Brian Donlevy, Jeffrey Lynn, Ann Blyth, Jack Lester, Ted O'Brien, Pat Jacobs, Gene Wesbrook; Donlevy Donlevy and a cast of 200.

Little Tom Tom and his Brown Bear; Nov 19; Mon 6-6:15pm; Sponsor - Manhattan Quality Food Products thru Lester "L." Wolff; Prod - Lester "L." Wolff; Dir - Franklin Westerman; Westerman with puppets presented and operated by Lester Brown; Scripts - Murray Mallory; Mr. - Mr. Brown. Program takes place in plantation of the Hunter Crocus which is Tuesday only; other days (Mon thru Fri) Crocus continues to bargain from Tuesday.

KANSAS LOCAL STATION ACTIVITY

KCMO-TV - Frank Gallagher has been promoted from assistant stage manager to the post of producer-director at KCMO-TV.

KTLA - New Film Feature Program; DEBUT Nov 15; Sat 12:30pm-end; New program has "The Ape" starring Boris Karloff as its initial presentation.

KTTV - That I May See; SPECIAL FEATURE; Wed Nov 21 7:30pm-8pm; Sponsor the special Thanksgiving film. See WOR-TV under WTC Local Station Activity.

The advent of the autovoice program has put the independent television stations according to a Daily Variety report, with KMAC-TV the only station currently in the black. Advertisers are not willing to foot the bills for "Hollywood" stars of which have quickly created greatly, especially since they are now upgrading high-powered network programs. KTLA has 42 shows available, although several stations have been measure the program level has not dropped now as previously stated. Alignation. NTTV has about 10 programs making shows available. Film which will be $500 or more per showing also market unsold.

CROSBY ENTERPRISES PREVIEW MAGNETIC RECORDER(LA) - Last week in Hollywood Bing Crosb Enterprises showed how their new magnetic recording system operates Under the supervision of Frank Healey, head of Crosby Enterprises Electronic Divisio the "magnetic recording head" was invented by Chief Engineer John T. Mullin and his assistant Wayne R. Johnson. Capable of absorbing pictures, sound and color on a single plastic tape, the system will make possible lower production costs. Crosby will probably farm out manufacturing of the recording system, but will retain distribution of the process.

GEORGE T. YOUSLING(LA) - George T. Yousling, vice-president of the Security-First National Bank, on his return from NY where he discussed the film situation with other bankers and TV executives, made the observation that films specially made for television have a greater TV potential than the use of theatrical films. Yousling's bank recently foreclosed on eight independently produced theatrical films, and said that producers of theatrical films can not hope to add more than $20-25,000 to their gross from television rental charges, one of the factors being that theatrical films do not fit into television time segments as well as specially prepared television films.

HAL ROACH PRODUCTIONS(LA) - Hal E. Roach, President of Roach Productions, announced the appointment of James Bloodworth as head of the commercial TV department. Bloodworth was formerly a writer and producer of shorts at Warners, and produced for the Mutual Broadcasting System. Hal Roach, Jr. is currently in New York concluding negotiations for the filming of three new half-hour television series.

SCREEN TELEVIDEO(LA) - Gil Ralston of Screen Televideo Productions has started production on a pilot film for a new series to be entitled Delayed Action; Director - Arthur Ripley; Script - Sheldon Leonard. Stars Lisa Howard and Sheldon Leonard.

CBS-TV TO FILM "OUR MISS BROOKS"(LA) - Harry Ackerman, CBS Vice President in charge of programming on the West Coast, announced plans to make a pilot film of the Eve Arden radio show, "Our Miss Brooks". Al Lewis will direct the film; the production organization will be announced at a future date.

COMMERCIALS PRODUCTION

JERRY FAIRBANKS(NY) - 2 (80") completed for Carlings Ale thru Benton & Bowles for Local Spots; LA with DR, VO & M.

1 (3'15") completed for Bendix thru Tatham & Laird for Nat'l Spot & Net Programming; LA with DR & VO.

2 (80"), 3 (60") & 1 (20") completed for Lehn & Fink (Lysol) thru Lennen & Mitchell for Nat'l Spot & Net Programming; FA & LA with DR & VO.

RKO-PATHE(NY) - 2 (60") completed for Libby Pineapple Juice thru Foote, Cone & Belding for Nat'l Spot; LA with DR, VO & M(Vocal Group); housewife extolls virtues of product & serves to family; Hawaiian girl comes out of large pineapple and does hula dance & song. Second spot shows woman shopper in super market.

1 (60"), 1 (30") & 2 (48") completed for Prom Home Permanent thru Foote, Cone & Belding for Nat'l Spot; LA with DR & VO.

FLETCHER SMITH(NY) - 3 (60") being made for Griffin Mfg(Boot Polish) thru Bermingha Castleman & Pierce for Nat'l Spot; LA with LS & M.

[illegible] ACTIVITY

[illegible] - [illegible] Review Magnetic Recording Tape, [illegible] Hollywood, New York, [illegible] Magnetic recording system operated under the supervision of Frank Davis, head of Crosby Productions Electronic Devices. The "magnetic recording tape" was invented by Chief Engineer John T. Mullin and his assistant Verne H. Johnson. Applied to sound by picture, sound was added on a single plastic tape, the system will make possible lower production costs. Crosby will probably turn out his [illegible] of the recording system, but Mullin retains direction of the process.

[illegible] - [illegible] Technicolor of the Eastman Kodak Company, [illegible] Hollywood, [illegible] film division from [illegible] film division and [illegible] made the observation that films specially made for television are a practical [illegible] than the use of [illegible] films. Making a test recently [illegible] on slides [illegible] independently produced electrical film, and said that production of theatrical film [illegible] not have to [illegible] television [illegible] announced [illegible] the electrical film do not fit the television [illegible] film specially prepared television film.

[illegible] - [illegible] President of Kaiser Industries, announced [illegible] the employment of Jesse Bloodworth as head of the [illegible] department. Bloodworth was formerly a writer and producer of shorts, documentary and production for the Naval Intelligence Review. Kaiser Industries, in cooperation with Kaiser Hospitals, is [illegible] negotiations for the filming of three new half-hour television [illegible].

[illegible] - [illegible] of Jerome Selznick Productions has started production on a film for a new movie or be entitled [illegible] Hollywood director - Production [illegible] Jerome. Jerome has signed and [illegible] approved.

[illegible] - Henry Jerome, Vice President in charge [illegible] announced on the lot today, announced [illegible] plans to make a pilot film of the Jerome [illegible] "Joe Miss Bronxie". If Jerome will adapt the film; the production [illegible] will be announced at a later date.

[illegible] PRODUCTION

[illegible] - [illegible] (60") complete for [illegible] Dan Burton - Doyle for [illegible] Sports; [illegible] Vic [illegible]

[illegible] - [illegible] (60") completed for [illegible] Hatton - Lane for [illegible] Sun - Star Department Store; [illegible] Vic [illegible]

[illegible] - [illegible] (60") - [illegible] (60") completed for [illegible] Film (Lyon) [illegible] Lemon - Kitchen [illegible] Sports [illegible] [illegible] with [illegible] Vic.

[illegible] - [illegible] (60") [illegible] Chevrolet - [illegible] Motor, [illegible] Selling the [illegible] Sport; [illegible] Vic [illegible] National Bowl); [illegible] [illegible] Vic [illegible]

[illegible] - [illegible] (60") [illegible] Vic [illegible]

[illegible] - [illegible] (60") [illegible] Vic [illegible]

[illegible] - [illegible] (60") hotel [illegible] for [illegible] (Door Jewel) [illegible] Department [illegible] Fibre for [illegible] Sport; [illegible] Vic [illegible]

PROGRAM	NET TIME	GUESTS
		(S - Singer; D - Dancer; C - Comic; M - Musician)
		FRIDAY NOVEMBER 16
We, The People	NBC 8:30	Ezio Pinza, Descendants of original Pilgrims
Eloise Salutes	WABD 11pm	Joe Laurie, Jr.
****Other shows on this date were listed in last week's issue.		
		SATURDAY NOVEMBER 17
Betty Crocker	ABC 12N	Basil Rathbone, Russell Wright
Ken Murray	CBS 8pm	Hugh Herbert, Tom Scott(balladeer), Marc Platt(D), Adm. Chester W. Nimitz, Adm. Wm F. Halsey, Vice Adm. Henry Wilbur Hill
All Star Revue (Danny Thomas)	NBC 8pm	Buddy Ebsen, Pat Patrick, Kay Starr, Bunny Lewbel
Faye Emerson	CBS 9pm	Salute To Paris - with Jean Pierre Aumont, Jean Casadesus, Helene Francois
Your Show Of Shows (Sid Caesar)	NBC 9pm	Nina Foch
Show Goes On	CBS 9:30	Talent: Bo Jenkins(D), Bill Black(S), Olga Suarez & Bob De Voye(D); Robert's Cue: Anneliesa Rothenberg (soprano); Buyers: Vance Schwartz(vaudeville houses), Maurice J. Fleischman(Long Beach Welfare Fund), Louis Lieberbaum(Surf-comber, Miami)
Songs For Sale (Steve Allen)	CBS 10pm	Guest singers: Connie Haines, Billy Daniels; Judges: Xavier Cugat, Morey Amsterdam, Lou Alter
		SUNDAY NOVEMBER 18
Author Meets Critics	WNBT 12N	The General & The President - by Richard H. Rovere & Arthur Schlesinger Jr; Frieda Utley(against), Merle Miller(for); Ben Grauer subs for Barry Gray
Meet The Press	NBC 4pm	Sen. Edwin C. Johnson(Joint Atomic Energy Com.)
Man Of The Week	CBS 5pm	Manly Fleischmann(Defense Prod'n Administrator)
Gabby Hayes	NBC 5pm	The First Thanksgiving - with Malcolm Keene, Edmon Ryan; balance of cast not set at press time.
Sarah Churchill	CBS 5:45	Russel Crouse
Out There	CBS 6pm	Misfit - by Robert Heilein, adapt by Joseph Kramm; with Wendell Phillips, Jean Saks, Thomas Cole, Eddie Hyams, Jerry Paris, Arthur Batamides, Ray Danton, John Sylvester

CONTEST	NET PRIZE	WINNER
	(L - Winner; 2 - Runner; 3 - Third; M - Multiple)	
	FIFTH NOVEMBER 16	
Ten, Ten People	$20 Eg.C.	Pelo Pizza, Sommerhoven or Jackson Pizzeria
Tickle Saltzes	$20 Lips	Jim Saville, T.

***Other above on this date were listed in first week above.

		SECOND [illegible]
Baby Crawler	ADC 12	Brad Johnson, Phoenix [illegible]
Ken Morris	[illegible]	Mrs. Barnett, The Pizza (Hillsboro), Mary Ziaff(D), Ann Chamberlain, [illegible], Jim T. Bulsby, Vice Adm. Smith, Alice [illegible]
All Ears Dogs (Every Thursday)	[illegible]	Sally Brown, Jet Tailor, Jay Starr, Bonny Lowell
Fate Unknown	[illegible]	Edna Po Jan - Vita Jean Fairy Barton, Jean Gardenhouse, Helene Hamilton
Tear Down or Shove (All Cases)	[illegible]	Lisa Cook
Not Close On	[illegible]	Valerie Jo Ann Stalin(D), Will Brook(C), Alice Jeanne A. Ich Jo Ann(D); Julie-Ann Dan Jean-Jean Hutchinson (Germany); Bruce Vinie Jeanette(Mobile Grove) Jerrick A. Fairchild(Lincoln Beach Volleys Club), Julie Lieberman(Centerville, Ohio)
Pears For Sale (Save Alive)	[illegible]	[illegible], Jerry Jones, Sally Perkins; Andrew Kayer, Jerry Jones (Lexington), Ken Alvar
		[illegible] 21
[illegible]	[illegible]	The Jerry A. Jim Jeanne & by Albert T. Jones Jr. Julie Jo Ann(Lexington), Julie Jo Ann(Mobile), Julie Jo Ann(Ill) Jim Jeanne Sale Jim Jerry Cody
Wear Dog Dress	[illegible]	Jim, Mrs. T. [illegible] Jerry Jones
Pen of the Deal	[illegible]	Jerry Jones (Jim Jeanne Pen Jo Jeanne)
[illegible]	[illegible]	Jim Jerry Jones Jo - Jim Jeanne Jerry, Edna Jeanne Jerry Jones or Jim Jerry Jones.
Stick Jerry(11)	[illegible]	Edna Jerry
Jim Jerry	[illegible]	Edna Jerry Jones, Jerry by Jerry Jones; Jerry - Jerry Jeanne Jerry, Jerry Jo Ann Jerry Jerry Jo Ann Jerry Jerry Jo Ann Jerry Jerry Jerry

SUNDAY NOVEMBER 18(Cont'd)

Star Of The Family (Peter Lind Hayes)	CBS 6:30	Dick Haymes, Ilona Massey, Johnny Mack(D)
Paul Whiteman	ABC 7pm	Jane Froman
Chesterfield Time (Jerry Lester)	NBC 7pm	Norma Kaiser(D), George Hall(C), Paul Godkin(D)
This Is Show Bus.	CBS 7:30	Connie Russell, Francis L. Sullivan, Bill Callahan; Jacqueline Susann, guest panelist
Toast Of The Town (Ed Sullivan)	CBS 8pm	The Robert E. Sherwood Story - with Alfred Lunt, Raymond Massey, James Mason, Pamela Kellino, Helen Hayes, Humphrey Bogart
Colgate Comedy Hour (Abbott & Costello)	NBC 8pm	George Raft, Louis Armstrong, Pied Pipers, Rosette Shaw, (FROM HOLLYWOOD)
Rocky King (Roscoe Karns)	DuM 9pm	The Relentless Doll - by Clinton Spooner & Ruth L. Baer; with Virginia Lowe, Grant Gordon, Arny Freeman, Vivian Barry
Television Playhouse	NBC 9pm	A Little Night Music - by Mary Jane Ward, adapt by David Shaw; with Neva Patterson, Paul McGrath, Katherine Meskill, Frances Williams, Peter Brandon, David McKay, Mildred White, Anthony Dawson, Raymond Van Sickle, Ellen Spencer, Amelia Corley, Sheila Pinkham, Everett Chambers
Plainclothesman (Ken Lynch)	DuM 9:30	Found Money - with Alfred Hopson, Ralph Stantley, Carl White, Maurice Shrog, Robert Carricart, Helen Baron
Celebrity Time	CBS 10pm	June Havoc, Adolphe Menjou
Leave It...Girls	NBC 10:30	Joe Laurie Jr.; Harriet Van Horne, Eloise McElhone, Florence Pritchett, Surprise Guest

MONDAY NOVEMBER 19

Steve Allen	CBS 12:45	Hal March(C)
Garry Moore	CBS 1:30	Kirkwood & Goodman
Kate Smith	NBC 4pm	Professor Backwards(C), Evalyn Tyner
Magic Cottage (Pat Meikle)	WABD 6pm	Stan Mildish's Thanksgiving Troubles - with Lionel Wilson, Carl White
Mr & Mrs Mystery (John & Barbara Gay)	WOR 7pm	The Bewildering Outpost - with Russell Rogers, Kchast Sayers
H'wood Screen Test	ABC 7:30	Kent Smith, guest, in Fate Decrees - with Marrian Walters & Andy Duggan
Date On Broadway (Bob Haymes)	DuM 7:30	Melvyn Douglas
Press Conference	WOR 7:30	Joseph P. Ryan(Intnatl Longshoremen's Assoc)

[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]

MONDAY NOVEMBER 19(Cont'd)

Amazing Mr Malone (Lee Tracy)	ABC 8pm	The Restless Husband - by James Blumgarten; with Joe Bushkin, Glenda Farrell, Peter Barno, Millicent Brower, Guy Sorel, Francis De Sales
Lux Theater	CBS 8pm	Stolen Years - by Lawrence G. Blockman, adapt by Mac Shoub; with Richard Greene, Hurd Hatfield, Francis L. Sullivan, Lola Albright, Jerome Cowan, Nils Asther
Stage Entrance (Earl Wilson)	WABD 8pm	Claudia Pinza, Georgette Cohan
Talent Scouts (Arthur Godfrey)	CBS 8:30	Ricky Hale(baritone), Betty Cox(contralto), Ingus Naruns(cellist), Austin Powell Quartet(S-M)
Voice Of Firestone	NBC 8:30	Jusse Bjoerling
Lights Out	NBC 9pm	Friday, The 19th - by Elizabeth Sanxay Holding, adapt by Milton Subotsky & Phyllis Coe; with Eddie Albert, Louise Buckley, Zolya Talma, Audra Lindley, Joan Taylor
Lucky Strike Thtr	NBC 9:30	The Kimballs - by Mitchell Wilson, adapt by Agnes Eckhardt; with Boris Karloff, Vanessa Brown, Richard Waring, Pat Malone, Jo Graham, Louis Sorin, Tom Gorman, Ruth Maynard, Riza Royce, Richard Abbott, Miriam Stovall, Helen Donaldson, Solen Burry
Studio One	CBS 10pm	The King In Yellow - by Raymond Chandler, adapt by Betty Loring; with Carol Bruce, Walter Jack Palance, Leonard Sues, Jack Lambert, Richard Kendrick, James Westerfield, Jay Barney, Sandra Deel, Johnny Kane
Who Said That? (Net except WNBT)	NBC 10:30	Phil Regan, Nina Foch, Bob Considine

TUESDAY NOVEMBER 20

Steve Allen	CBS 12:45	Billy Daniels, Manhattan Steppers(D)
Garry Moore	CBS 1:30	Joe Laurie Jr., Georgie Kaye
Kate Smith	NBC 4pm	Rita & Allan Farrell(D), George Kirby(C)
Trapped	WOR 7:30	Mink For Myrtle - with Harry Townes, June Davis, Kchast Sayers, Bert Bertram
Stork Club	CBS 7:45	Dick Haymes
Frank Sinatra	CBS 8pm	Laraine Day & Leo Durocher, June Hutton, Jimmy Boyd(S), (FROM HOLLYWOOD)
Texaco Star Theater (Milton Berle)	NBC 8pm	Vivian Blaine, Edmund O'Brien, Louis Jordan
Crime Syndicated	CBS 9pm	Herbert Rudley, Robert H. Harris, Salem Ludwig
Fireside Thtr(film)	NBC 9pm	Handcuffed - by Herb Meadow, adapt by Brewster Morgan; with Dorothy Comingore, William Lester, John Indrisano, Watson Downs, Paul Burns, Therese Lyon

Meeting Mr Malone (See Press)	ABC 6pm	The Restless Hundred - by James Blumgarten, with Joe Durkin, Gloria Farrell, Peter Burns, Milliard Brewer, Guy Sorel, Burgess De Salas
Jim Thayer	CBS 6pm	Stolen Years - by Lawrence E. Bloomgan, adapt by Jim Thayer with Richard Cooper, Jane Berfield, Rosalie L. Sullivan, Lola Albright, George Cowan, Nils Asther
Echo Burrows (Carl Wilson)	WABC 6pm	Claudia Piles, Geoverette Gibson, [illegible]
Night Beat (Arthur Godfrey)	CBS 8:30	Ricky Hole(baritone), Betty Cox(contralto), Ingram Warner(cellist), Aubrey Powell Quartet(S-W)
Voice Of Firestone	NBC 8:30	Dance Sketches
Lights Out	MBC 9pm	Friday, The 13th - by Elizabeth Jenny Rolfing, adapt by Milton Susselsky & Phyllis Coe; with Edna Albert, Louise Duckley, Lillian Taiza, Audre Gladley, Joan Taylor
Lucky Strike Theatre	NBC 9:30	The Kinfolk - by Gilbert Wilson, adapt by Agnes Turkcraft with Gordon Kenfield, Vanessa Brown, Gilchrist Stuart, Eric Malone, Jo Graham, Lola Cavin, Tom Conway, Ruth Hamard, Rita Moore, Richard Abbott, Milton Lowell, Helen Lewisdon, Joan Fuzy
Cavalcade One	CBS 10pm	The Kites In Yellow - by Raymond Chandler, adapt by Jerry Lewis with Carol Stone, Walter Palmer, Leonard Sues, Jack Lambert, Richard Kendrick, James Waterfield, Jay Barney, Sandra Deel, Johnny Kane
Who Said That? (See Range WAF)	WBC 10:30	Mark Saxon, Nina Frank, Bob Considine

TUESDAY NOVEMBER 20

Steve Allen	CBS 12:45	Milly Daniels, Manhattan Grappers(D)
Gerry Moore	CBS 1:30	Joe Sample Trio, Peggie Hayes
Kate Smith	WBC 4pm	Kite & Allen Garrell(D), Gaynor Kirby(C)
Trapped	WCP 7:30	Mink For Myrtle - with Barry Jones, June Davis, Forest Sayers, Sara Sorrow
Jerry Lewis	CBS 7:45	Dick Haymes
Fence Sitters	CBS 8pm	Jerry Lewis Day & Lee Bancroker, Jane Hutton, Jimmy Boyd(S), (FROM HOLLYWOOD)
Lance Star Theater (Milton Berle)	NBC 8pm	Vivian Blaine, Raymond O'Keefe, Louis Jordan
Stars Predicted	CBS 9pm	Barbara Bailey, Robert H. Morris, Helen Lawlis
Diamond Pier(film)	NBC 9pm	Dandelion - by Jack Hardy, adapt by Brewster Morgan; with Dorothy Constance, William Lescer, John Ladstaffe, Mabson Lorne, Lewis Jorge, Theresa Lyon

TUESDAY NOVEMBER 20(Cont'd)

Cosmopolitan Theater	DuM 9pm	The Tourist - by Richard Stern, adapt by Charles O'Neill; with John Hoyt, Peggy Allenby, John Boruff, Karen Lindgren, William Tregoe, Martin Kingsley, Henry Silva, Ken Renard, Marlo Dwyer, Frank Silvera, Esther Jane Coryell, John Buckwalter, Frank Borgman, Eli Siegel, Robert Stewart, Charles McRae
Suspense	CBS 9:30	Frisco Payoff - by Lawrence G. Blockman, adapt by Mac Shoub; with William Greaves, Russell Collins, Harry Bellaver, Royal Dano, Paul Langton, Anthony Ross
Armstrong Theater	NBC 9:30	The Oldster - by Eric Arthur; with Henry Hull, Butch Cavell, Jacqueline de Wit, Allen Nourse, Nell Harrison, Joe Bernard, Charles G. Martin
Danger	CBS 10pm	Killer Instinct - by Paul Bauman; with Martin Ritt, Lou Polan, Barbara Baxley, Ben Gazzara, Harry Davis, Carmen Costi
Hands Of Destiny	DuM 10pm	Tasmania - by Leon Stein; with Dorothy Sands, Joy Reese, Hal Cooper, Thom Conroy, Elizabeth Brew
Nick Kenny	NBC 11pm	Joe Laurie Jr.; Lillian Hayes(S)

WEDNESDAY NOVEMBER 21

Margaret Arlen	WCBS-TV 11am	Cornelia Otis Skinner
Steve Allen	CBS 12:45	Eileen Barton, Phil Baker
Garry Moore	CBS 1:30	Virginia Sale, Wally Brown
Kate Smith	NBC 4pm	Hoctor & Byrd(D), Red Norvo Trio
Kate Smith(eve)	NBC 8pm	Ann Sheridan, Andre Eglevsky, Maria Tallchief, Melissa Hayden, Myron Cohen, Ethel & Albert
Gallery...Liu-Tsong (Anna May Wong)	DuM 9pm	The Face Of Evil - with Lee Sanford, Lew Herbert, Marilyn Clark, Raoul De Leon, Baruch Lunet
Kraft Theater	NBC 9pm	Dear Brutus - by Sir James Barrie, adapt by R. Howard Lindsay; with Faith Brook, Joan Wetmore, Joseph Anthony, Tom McElhaney, Kathleen Comegys, Thomas Heaphy, Elizabeth Johnson, Donald Curtis, Sally Chamberlain, Richard Fraser, Jean Gillespie
The Clock	ABC 9:30	The Balzac Murder - by Joseph Cochran; with Rod Steiger, Rusty Lane, Billy Greene, Michael Lewin, Bill Lally, Arthur Kohl, John Farrell
The Web	CBS 9:30	Danger In The Shadows - by Thomas Walsh, adapt by Kelley Roos; with Sally Moffet, William Zuckart, Gilbert Greene, Flora Campbell, James Sheridan, John Conwell, Tom Gorman, Ted Tiller
Shadow Of A Cloak	DuM 9:30	How Death Came To Marushka - by Lawrence & Virginia Dugan; with Lili Darvas, Charles Mendick, Kermit Kegley, Henry Norell, Bill Nimmo, Cliff Dunstan

Commonwealth Theatre	Dbl Ops	The Tourist - by Richard Stern, adapt by Charles O'Neill; with John Hyde, Peggy Allaway, John Forsyth, Karen Lindgren, William Troope, Martin Kingsley, Tommy Sliva, Ken Howard, Merlo Dwyer, Frank Silvera, Esther Jane Coryell, John Lounsbury, Frank Korman, Bill Siegel, Robert Stewart, Charles Nolte
Sagamore	CBS 8:30	Prisoner Payoff - by Lawrence G. Blochman, adapt by Max Ehrlich; with William Greaves, Russell Collins, Berry Gillaspie, Royal Dano, Paul Langton, Anthony Ross
Americana Theater	NBC 9:30	The Cluster - by Eric Arthur; with Henry Hull, Ruth Cavill, Joaquina de Wit, Allen Nourse, Bell Harrison, Joe Barnard, Charles G. Martin
Encore	CBS 10pm	Killer Instinct - by Paul Gerson; with Martin Kitt, Lou Polan, Barbara Malory, Don Gazzara, Harry Davis, Vernon Conn
People Of Destiny	Dbl 10pm	Tamarin - by Leon Stern; with Dorothy Sands, Joy Ramer, Hal Cooper, Thea Conway, Elizabeth Brew
Dick Henry	NBC 11pm	Joe Harris Jr.; Lillian Bowen(3)

Emergency Ward	NCBS-TV 11am	Cornelia Otis Skinner
Steve Allen	CBS 12:15	Eileen Barton, Phil Baker
Gerry Moore	CBS 1:30	Virginia Gale, Wally Brown
Kate Smith	CBS 4pm	Hector A Byrd(f), Del Monte Trio
Late Edition(eve)	NBC 6pm	Ann Sheridan, Andre Baierski, Maria Fallchiel, Gilbert Bridge, Myron Cohen, Ethel & Albert
Gallery...Live-Room (.Mon Dec Wed)	Dbl 8pm	The Race Of Life - with Lee Bonford, Lew Herbert, Marilyn Lerch, Count De Leon, Bertch Lumet
Lux Theater	CBS 8pm	Tuck Return - by Sir James Barrie, adapt by R. Howard Lindsay; with Judith Brock, Jean Wallace, Joseph Anthony, Tom McNamey, Kathleen Comegys, Thomas Gomez, Elizabeth Johnson, Donald Curtis, Sally Chamberlain, Richard Fraser, Jean Gillespie
The Clock	ABC 9:30	The Palace Murder - by Joseph Cochran; with Rod Steiger, Rusty Lane, Billy Greene, Michael Levin, Bill Lally, Arthur Kent, John Farrell
The Web	CBS 9:30	Danger In The Channel - by Thomas Walsh, adapt by Lesley Moore; with Sally Moffet, William Conant, Gilbert Greene, Fiona Campbell, James Sheridan, John Connell, Tom Conner, Ted Tiller
Shadow Of A Crime	NBC 9:30	Ron Death Came To Morrella - by Lawrence A Virginia Dugan; with Lili Darvas, Charles Mendick, Donald Kegley, Henry Morell, Bill Stone, Cliff Dunstan

THURSDAY NOVEMBER 22

Steve Allen	CBS 12:45	The Jaywalkers(C-D), Rose Murphy
Garry Moore	CBS 1:30	Alice Pearce, Phil Foster
Kate Smith	NBC 4pm	Los Gatos(acro), Tex Beneke & Orch, Ethel & Albert
T-Men In Action	NBC 8:30	The Lonely Student - by Max Ehrlich; with Conrad Janis, Terry Becker, Joseph Boland, Allen Stephenson, Louis Gilbert
Ellery Queen (Lee Bowman)	DuM 9pm	Pavanne For A Dead Princess - by Betty Loring; with Reba Tassell, Billy Redfield, Oliver Thorndike, Anita Dangler
Ford Festival (James Melton)	NBC 9pm	Sarah Churchill, Wally Brown
Gruen Thtr(film)	ABC 9:30	Ballerina - by Monroe Manning & John Kohn; with Ann Dvorak, Brett King, Shepard Menken, Kathleen Case, David Adhar, Byron Foulger; Dancers: Beverly McNeil, Priscilla Allen, Dixie Williams, Charlene McLachlan
Big Town (Pat McVey)	CBS 9:30	Table For Two - by Alvin Boretz; with Madalyn Sherwood, Lillian Udvardi, Bert Thorn, Sid Cassell, Alan Manson
Public Prosecutor (Warren Hull)	WABD 9:30	The Surprised Corpse - with Vera Marshe, David Bruce, Rory Mallinson; Panel: Lucille Manners, Ray Brock, Hurd Hatfield
Bigelow Thtr(film)	WABD 10pm	A New Year For Margaret - with Wanda Hendrix, Barbara Whiting, Selmer Jackson, Bill Campbell, Charlie Smith, Dawn Busby, Eddie Firestone
At Home (Earl Wrightson)	ABC 10:30	Carol Bruce
Crime Photographer	CBS 10:30	Capture Of The Coward - by James P. Cavanaugh; with Carmen Mathews, Joey Walsh, Robert Emhardt, Gene Steiner, Mary Michael

FRIDAY NOVEMBER 23

Steve Allen	CBS 12:45	Roll & Taps(D), Dolly Dawn
Man Against Crime (Ralph Bellamy)	CBS 8:30	June Walker, Rita Lynn, Leslie Barrie, Walter Klavun, Martin Kosleck, Jim Boles, Charles Nadian
Crime With Father (Rusty Lane)	ABC 9pm	Ruth White, Martin Brandt
Schlitz Playhouse	CBS 9pm	One Is A Lonesome Number - by Mac Shoub from novel by William Manners; with June Lockhart, Charlton Heston, Joseph Fallon, Jean Carson, Oliver Cliff, Don Shelton, Lauren Gilbert, Wolfe Barzell, John Seymour, Laurence Ryle
Eloise Salutes	WABD 11pm	Virginia Sale

Steve Allen	CBS 12:45	[illegible]
Gerry Moore	CBS 1:00	[illegible]
Kate Smith	NBC 4:00	[illegible]
I-Love-Lucy Action	NBC 8:30	[illegible]
Allery Queen (Les Bowman)	NBC 9:00	[illegible]
Ford Festival (Jesse Walker)	NBC 9:30	[illegible]
Green Thtr(Film)	ABC 9:30	[illegible]
Big Town (Pat McVey)	CBS 9:30	[illegible]
Philco Theatre (Warren Hull)	NBC 9:30	[illegible]
Playhouse Thtr(Film)	WABC 10:00	[illegible]
[illegible]	CBS 10:00	[illegible]
At Home (Earl Wrightson)	ABC 10:30	[illegible]
Crime Photographer	CBS 10:30	[illegible]
[illegible]	[illegible]	[illegible]
Steve Allen [illegible]	CBS 12:45	Roll & Tone(D), Lolly Lewis
Man Against Crime (Ralph Bellamy)	CBS 8:00	[illegible]
Crime With Father (Rusty Lane)	ABC [illegible]	[illegible]
Goldbergs Playhouse	[illegible]	[illegible]
Bigelow Playhouse	WABC 11:00	Virginia Gale

Big Story	NBC 9pm	W.F. Carmichael, Cincinnati Times-Star - adapt by Jack Bentkover; with John McGovern, Ken Konopka, Joseph L. Graham, Val Avery, Lew Herbert, Harry Clarke, Will Lee Ruth Gilbert, Albert Nadler, James Cootes
Tales Of Tomorrow	ABC 9:30	Enemy Unknown - by Theodore Sturgeon, adapt by Mel Goldberg; with Walter Abel, Lon McCallister, Edith Fellows, Lawrence Fletcher, Roger De Koven, Dennis Harrison
Cavalcade Of Stars (Jackie Gleason)	DuM 10pm	Dick Haymes, Georgie Tapps, Nancy Wright(S)
Hwood Opening(film)	CBS 10:30	Crew-Cut - with Bill Williams, Onslow Stevens, Mike Ross, Lillian Molieri, Sid Tomack, Stephen Chase

---

*********ADD THIS WEEK DEBUTS:

Fri(23)

NBC(Ch4) - 8-8:30pm; RCA Victor Revue - Ezio Pinza Show; from WNBT to the net Sponsor - RCA Victor thru J. Walter Thompson; Producer - Pete Barnum NBC; Dir - Leo Solomon; Chief Writer - Leo Solomon; Music Dir - Donald Voorhees; Settings - William Molyneux; Costumes - John Boxer; Ezio Pinza stars, with the program set in a penthouse. Jane Froman is guest for first show. In January, Dennis Day will alternate as star of the show.

T A L E N T L O C A T O R S E R V I C E November 18, 1951

IN NEW YORK

CHARLES TRENET here from Europe

- GYPSY ROSE LEE returned from Europe - MGR: Charles V. Yates MU 7-4256

MOIRA SHEARER now in US from England

- BOBBY DRISCOLL child star arrives NY Dec 10, avail TV - AGT: Joe McGee, Wm Morris JU 6-5100

- JOHN BEAL returned from coast - AGT: Darrow Agcy PL 3-0871

- GENE LOCKHART - AGT: William McCaffrey EL 5-1076

- ZACHARY SCOTT - AGT: Lee Wallace, Robert Mayberry, Affil Artists PL 3-1862

RICHARD NIELSON Canadian actor avail TV - AGT: Marjorie Morrow CH 4-0644

- IGOR GORIN - AGT: Jules Ziegler MU 2-2080

- JEANNETTE MACDONALD & GENE RAYMOND - AGT: Affiliated Artists PL 3-1862

TENNESSEE WILLIAMS returned from Europe

- OTTO KRUGER now in NY - AGT: Joe McGee Wm Morris Agcy JU 6-5100

- ILKA CHASE - AGT: Affil Artists

- JIMMY GLEASON in NY 3 wks as of Dec 18 - AGT: Wm Morris JU 6-5100

IN NEW YORK(Cont'd)

- GALE STORM on coast but avail NY TV - AGT: Milt Goldman, Paul Small Ltd MU 7-0606

MENASHA SKULNIK - AGT: Jules Ziegler MU 2-2080

- KAY FRANCIS - AGT: Affil. Artists PL 3-1862

- EDDIE ALBERT & MARGO avail TV - AGT: Wm Morris JU 6-5100

BEVERLY DENNIS film ingenue avail TV - AGT: Louis Shurr CH 4-8240

ELIA KAZAN returned from Europe - CON: Actors' Studio

VLADIMIR HOROWITZ returned from Europe -

RICHARD RODGERS returned from Europe

- NINA FOCH now in NYC - AGT: Francis Head, John Gibbs Agcy PL 7-5959

WRIGHT KING film juve avail TV - AGT: William Morris JU 6-5100

- WILLIAM EYTHE - AGT: Milt Goldman, Paul Small Ltd MU 7-0606

- KYLE MCDONNELL - AGT: Affil Artists

- JAMES BARTON - AGT: Affil Artists

EDWIN BRUCE child actor avail TV - AGT: Marjorie Morrow CH 4-0644

[illegible]

[illegible]

[illegible]

NOVEMBER 25-DECEMBER 1, 1951

VOL. 3 NO. 9 SUPPLEMENT C

NEWS ED: David B. Graham
TALENT ED: Gordon Leigh
HWOOD ED: Maybelle Lauria

Ross Reports ON TELEVISION

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910
6087 Sunset Blvd. • Hollywood 28 • HIllside 1100

Wallace A. Ross, Publisher Copyright 1951-52

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Mon(26)

NBC(Ch4) - 7-7:15pm; NEW TIME; Kukla, Fran & Ollie; from WNBQ(Chi) Mon-Fri to net; Sponsors - RCA Victor thru J.Walter Thompson(Mon only) & National Biscuit Co thru McCann-Erickson(Wed only); program time formerly was 7-7:30 daily.

7:15-7:30pm Mon thru Fri; DEBUT; Bob & Ray; from WNBT to the net; Sustaining; Producer - Pete Barnum NBC; Dir - Doug Rodgers NBC; Bob Elliott & Ray Goulding write and star in comedy-satire program. No guests are used.

7:30-7:45pm M,W,F; DEBUT; Those Two; from WNBT to 29 sta plus 18 kine; Sponsor - Procter & Gamble (Tide, Camay & Drene) thru Benton & Bowles; Producer - Walter Craig B&B; Dir - William L. States; Musical Dir - Harry Lubin; Scripts - Johnny Greene & Lee Wainer; Vivian Blaine & Pinky Lee star in new ¼hr music-comedy with Audrey Meadows the only other member of the cast. Set in a music shop with Miss Blaine as salesgirl & Mr. Lee as pianist. No guests.

Tue(27)

NBC(Ch4) - 7:30-7:45pm Tu & Th; DEBUT; The Dinah Shore Show; from KNBH(Hwood) to 30 sta plus 10 kine; Sponsor - Chevrolet Dealers thru Campbell-Ewald; Producer-Director-Writer - Alan Handley NBC; Musical Dir - Victor Schoen; Musical Advisor for Miss Shore - Ticker Freeman; Starring Dinah Shore, the new program will feature guests and at times will take the form of a musical autobiography of Miss Shore's life.

Thu(29)

ABC(Ch7) - 7:15-7:30pm; DEBUT; Solo Drama; from WJZ-TV to the net; Sponsor - Participating: Regens Lighters thru Alfred J. Silberstein-Bert Goldsmith Agcy; Pkgr-Prod - Vernon Becker & Milton Stanson (Milverne Prods); Director - Vernon Becker; Scripts - Maurice Dolbier, Virginia Rooks Turner & Walter Covell; Musical Dir - Lorenzo Fuller; new dramatic series stars Walter Covell as a one-man repertory company.

Sat(1)

NBC(Ch4) - 12:15pm-end FOOTBALL HIGHLIGHT;

12:15pm-end of game; Army-Navy Game; from WPTZ(Phila) to net; Sponsor - Gillette thru Maxon;

3:45pm(approx)-4:15pm; Herman Hickman's All-American Preview; from WNBT to the net; Sponsor - Emerson Drug(Bromo Seltzer) thru BBD&O and Shulton,Inc.(Old Spice Toiletries) thru Wesley Assoc; Prod - Clarence Thoman,NBC; Dir - Bob Priaul; Yale Coach Herman Hickman interviews football personalities & will show films of 5 top games of the season.

4:15pm-end of game; Notre-Dame-Univ of So Calif; from KNBH (Hwood) to net; Spon - Westinghouse thru Ketchum,MacLeod & Grove.

LAST WEEK'S NETWORK CHANGES

DuM - Gallery of Mme Liu-Tsong; DEPARTURE Nov 21; from WABD to the net; Tue 8:30-9pm; Sustaining; Producer - Jerry Layton Assoc & DuMont; Starring Anna May Wong, the program made its debut on August 27.

NEWLY ANNOUNCED NETWORK FUTURES

Dec 9 - In The Park; Sun 12-12:30pm; from WCAU-TV(Phila) to the CBS net; Sustaining; Prod - Charles Vanda WCAU-TV; Bill Sears stars with puppets created and played by Paul Ritts & Mary Holliday; format points up humorous parallels of animal & human life.

Dec 10- Somerset Maugham Theater; alt Mon 9:30-10pm; LAST HOUR SHOW Dec 10; Sponsor-Tintair thru Cecil & Presbrey. Network is making an effort to secure time for a half-hour weekly program beginning in January.

April - Ginger Rogers Show; CBS-TV has signed Miss Rogers for a half-hour weekly program which will have her as MC and star of original dramatic & musical plays and condensations of some of her top film roles. No production staff set at this time.

SPONSOR ACTIVITY

F.W.AMEND CO(Chuckles) thru Henri, Hurst & McDonald(Chi) has expanded sponsorship of Hail The Champ(ABC-TV Sat 6-6:30pm) effective Dec 22 to an additional seven stations. Program is seen currently on WENR-TV(Chi) & WXYZ-TV(Detroit).

BONAFIDE MILLS thru Gibraltar has dropped sponsorship of Versatile Varieties(ABC-TV alt Fri 9:30-10pm) effective after program of Dec 14, claiming the 17 stations the network had lined up were not enough. ABC felt show needed higher budget or should move to daytime slot which sponsor would not do.

AMOCO GAS thru Joseph Katz Agency will sponsor Year of Crisis on CBS-TV,,Tue Jan 1, 3-4pm.

U.S.STEEL thru BBD&O will sponsor a special holiday program on NBC Tue Dec 25 9-9:30 pm. Procter & Gamble agreed to forego the Fireside Theater time spot for the program which marks U.S.Steel's entry into the TV field.

QUAKER OATS thru Sherman & Marquette drops sponsorship of the Sunday Gabby Hayes Show(NBC Sun 5-5:30pm), but will continue with its participations in the Mon & Fri programs (NBC 5:15-5:30pm).

NYC LOCAL STATION ACTIVITY

WABD - Story Theater; DEBUT Nov 25; Sun 11-11:30pm; Sponsor - Picadilly Tobacco (Picadilly Cigarettes) thru Hilton & Riggio Agcy; Producer - Ziv Television Programs; Film series produced originally by Grant-Realm for Lucky Strike. First film will be "The Manchester Marriage" starring Jan Clayton, with Richard Travis, Edgar Barrier & Queenie Leonard.

Stage Entrance; NEW TIME Nov 26; Mon 8-8:30pm; Sustaining; Program had been seen Wed 7:45-8pm; Prod - Ted Hammerstein WABD; Director - Bill Seaman; Starring Earl Wilson, expanded format will include a showcase spot for semi-professional writers & actors.

LAST WEEK'S MAJOR CHANGES

Nov - Delayed at the Discovery; premiere Nov 21; from WED to the net; The 8:30-9:00 (Eastern) Tuesday - Early Lawrence Welk Show & Johnny Carson Move Monday; the premiere made its debut on Nov 21.

EARLY AFTERNOON DAYTIME LINEUPS

Tue 9 - In the early 9am 12-12:30pm; Tuesday WCAU-TV(Philad) to the NBC net; Tuesday-Friday - Charles Vance WCAU-TV; Bill Jones stars with puppets created and played by Burt Mitts & Mary Holliday; format points up numerous problems of animal & human life.

Tue 16- Southern Regional Daytime; alt Mon 9:30-10am; LAST WCUB Tue Dec 10; Tuesday-Friday 9am (Cell & Kresbury). Network is making an effort to secure time for a half-hour weekly program beginning in January.

April - Dallas Dorsey Show; CBS-TV has signed this program for a half-hour weekly program which will have her as MC and star of original dramatic & musical plays and reconstructions of some of her top film roles. No production staff set at this time.

SPONSOR ACTIVITY

F.W.HEMPD CO(Chicago) from Jerry Stout & McDonald(Chi) has expanded sponsorship of Tell The Doctor(Spc-TV Ex. - Tuesday) effective Dec 27 to add additional seven stations. Program is now distributed on Tuesday(Jul) & Wed(Dec).

Multiple spots - Advertisers are dropped sponsorship of Dorothy Vaughan(WCAU-TV Phil Ex 4:30-Lunch) effective after program of Dec 24, citing the IV stations the program has reached in not covered. NBC-TV's show needed higher budget or should have to advertise that which sponsor would not do.

NBC-TV - Nash Joseph Ltd Agency will sponsor Year of Crisis on CBS-TV, Tue Jan 2, 9:30pm.

U.S. Steel from NBC-O will sponsor a special holiday program on NBC Tue Dec 25 9-9:30 pm. Program is being moved to Tuesday the Kraft(N) Theater time spot for the program which marks U.S.Steel's entry into the TV field.

CHANGE CONTRACT - Kraft Foods Co. Chicago & Lawrence Welk Show Corporation of the Dodge Corbin Barge Show(NBC Sun 9-9:30pm), but will continue with the participations in the Mon & Fri Dodge Show (NBC 9:15-9:30pm).

THE LOCAL STATION ACTIVITY

WABC - Story Theater; MEWS Nov 29; Sun 11-11:30pm; Sponsor - Piedmont Tobacco (Medical Directors) Time Filter & Mark Ashby Producer - Ely Tanenbaum Director: Film series produced nationally by Screen-Gems for Sunday morning. Series film will be "The Adventure Theater" featuring Jim Thompson, with Richard Travis, Oliver Burton & Dorothy Tennant.

Stone Mountain - Nov 21; Nov 29; Tue 9-9:30pm Continuing Program has been set for 1:30-2:00pm Tue - Local Documentary Mary Fitzgerald - Bill Gorman Charmichael Ltd Mgr. Program format will feature a showplace good for semi-educational variety & entertainment.

NYC LOCAL STATION ACTIVITY(Cont'd)

WJZ-TV - Solo Drama; DEBUT Nov 20; Tu & Th 7:15-7:30pm; See Network Programs for production information. Seen locally twice-weekly, network Thursday only.

WOR-TV - Letter to Lee Graham; NEW TIMES; Mon, Tu & Th 2:30-2:45pm; Program adds Mon spot Nov 26; Fred Darwin's Nose for News will be seen Wed & Fri 2:30-2:45pm.

HOLLYWOOD LOCAL STATION ACTIVITY

KECA-TV - It's Your Choice; DEBUT Nov 19; Mon thru Fri 1:30-2pm; Sustaining; Pkgr-Prod - Jesse H. Martin & Frank Burt; Dir - Tommy Thompson; Writer - Frank Burt & Bob Libott; Music - Rex Koury at the organ; Jack Slattery as MC with Jane Davids, singer, as his assistant. New audience participation show with contestants selected on the basis of some human interest appeal in a decision they have had to make.

KTTV - Bar 11 Ranch; DEBUT Nov 17; Sat 6-7pm; Sustaining; new weekly series of Western full-length features, starring Bob Steele replacing Serial Theater films are part of Republic Pictures series of Plainsman Westerns recently purchased by KTTV.

Hal Kemp, formerly of the William Morris Agency, has joined NBC-TV in Hollywood as production supervisor. At Morris he handled talent for NBC's All Star Revue.

COMMERCIALS PRODUCTION

CODE: FA - Full Anima; SA - Semi-Anima; SM - Stop Motion; LA - Live Action; LS - Lip Synch; VO - Voice Over; M - Music; DR - Direct Recording

PETER ELGAR(NY) - 2 (60") just completed for Kelvinator thru Geyer, Newell & Ganger; LA & SA with VO & M.

GRAY-O'REILLY(NY)-2(60") & 2 (20") completed for Campbell's Ketchup thru Dancer-Fitzgerald-Sample for Nat'l Spot; SA & LA with DR & VO.

2 (20") completed for March of Dimes for Nat'l Spot; FA & M; all music background; story told with signs in a parade of dimes.

2 (60") & 2 (20") completed for Franco-American Spaghetti Sauce thru Dancer-Fitzgerald-Sample for Nat'l Spot; LA with LS & VO.

SARRA,INC.(Chi) - 4 (60") & 1 (80") completed for Ekco Products (Flint Cutlery, Flint Kitchen Tools, etc) thru Earle Ludgin Agcy(Chi) for Network Program; LA with VO.

VAN PRAAG(NY) - 4 (60") & 2 (20") completed for Rubel's Breads thru Leonard Silva Agcy for Local Spot & Local Program; LA & SA with VO & M. Bouncing Bread Jingles - combined with live shots.

5 (60") completed for Hampden Beer & Ale thru Reingold Agcy for Local Spot & Local Program; LA with LS & M; Living Logotype Singing Jingle combined with live dialogue.

NYC LOCAL STATION ACTIVITY (Cont'd)

WLIB-TV - Sale Items; MONDAY Mon (D); Tu & Th 7:15-7:30pm; Sam Jones's Premiums for production information. Seen locally twice-weekly, network Thursday only.

WCBS-TV - Dancer in the Dark; NEW YORKER, Mon., Dec. 26 (8:30-9:45pm); Program adds film score for [illegible] be seen Wed & Fri 8:30-10:00pm.

SCHEDULED LOCAL STATION ACTIVITY

WCBA-TV - Tuesday Theater; TUESDAY Nov 19-Mon Dec 25 (7:30-8pm); Celebrating Thanksgiving - Jane E. Martin & Frank Burt; Dir - Jonny Stevens; Writer - Frank Burt & Joe Liebert; Music - Jan Hunter on the organ. Jack Gleason on [illegible] with Jane Trefle, singer, on the [illegible] - [illegible] audience participation show with [illegible] [illegible] the [illegible] Internet appeal in a [illegible] they have had to make.

WTTV - Pat & Tweedy; MONDAY Nov 19; 8pm (7:30pm); [illegible] Tuesday, origin of [illegible] family-length features, starring Pat Tweedy (Pat Carroll) [illegible] Tuesday Theater [illegible] are part of popular Fairness series of [illegible] produced by WTTV.

[illegible] Lady, formerly of the Milton Berle agency, has joined [illegible] in Hollywood as production supervisor. [illegible] radio's [illegible]

COMMERCIAL ACTIVITY

[illegible] - Well Adam; TA - Meat-Maker; [illegible] - Coca Cola; [illegible] - Have Action; LA - Big Green; VO - Voice Over; M - Music, DR - Direct Recording

---

[illegible] - 2 (60") jest completed for Kaminsky [illegible] Kewell & Gurney; 1a & 1a with VO & M.

Coal-Oil-Gas(Mid-Atl) - 2 (60") & 2 (30") completed for Kendall's Mobilgas [illegible] Mineralized-Sample for Intl Sport; 2a & 1a with DR & VO.

[illegible] - 2 (60") completed for Bosch of [illegible] Hyatt & Hyatt Food Engineering; story told with slides in a series of [illegible].

2 (60") & 2 (30") completed for Lever-Lambert, Sa-mouth Sauce [illegible] Langer-Fitzgerald-Sample for [illegible] 1a with DR & VO.

AERA.INT.(Tel) - 4 (60") & 4 (30") completed for [illegible] (Hotel [illegible] Flint Williamson Lodge, etc) [illegible] Program; 1a with VO.

VOC PRAC(NY) - 2 (60") & 2 (30") completed for Nabel's Tonka Tom Leonard Silva Agency for Local Spot & Local Programs; 1a & 2a with VO & 1a Jingle [illegible] - combined with live [illegible].

2 (60") completed for Gender Lane & Lie [illegible] Agency for Local Spot & Local Programs; 1a with 1a & 1a living Lumpkin [illegible] combined with live [illegible].

[illegible]

[illegible]

[illegible]

OFFICIAL, HAL ROACH JR & WM MORRIS FORM COMBINE - to produce and distribute films for both national TV sponsorship and TV syndication. Announcement was made by Official Films president William (Billy Goodheart Jr. that a "vast program of shows has been scheduled", most of which will be produced by Roach at his Hollywood lot, for national sale by the Morris office and syndication by Official. A short-lived merger between Official and Fairbanks was recently dissolved.

FAIRBANKS - CONSOLIDATED TIEUP REPORTED - Almost simultaneously with the previous release, "Variety" reported that Jerry Fairbanks, now practically absolved from his Official connection, was about to obtain both financing and distribution facilities through a merger with Consolidated Television, the film syndication firm fathered by Norman Chandler & KTTV Los Angeles. Consolidated has named Peter M. Robeck as sales head, with Halsey Barrett, until now with DuMont, as eastern sales manager. In New York, Fairbanks VP Robert Lawrence announced that Douglas C. Gardner had been appointed an account executive.

OFFICIAL WILL DISTRIBUTE DON SHARPE SERIES ALSO - Trade press has reported that Don Sharpe, with Texas Rangers & Dangerous Assignment series already set for NBC-TV syndication, will give his planned series, Impulse, to Official Films for distribution. Sharpe is setting up his production unit currently on the west coast. Official reports also negotiations for a TV version of the AM "Blandings" show.

CROSBY SELLS"REBOUND"SERIES TO PACKARD - Bing Crosby Enterprises' recent film gamble has paid off. The firm started shooting its Rebound (formerly "Cry of the City") series in September without an assured sponsor. Now it has announced that Packard Motors has bought the first 26 films through Maxon Agency for Spot syndication, in hopes of snaring more markets than a network airing would bring. Series is in the $15-17,500 production range. Title will be changed.

DESILU ACTIVE IN NEW FILM PROJECTS (LA) - The Lucille Ball-Desi Arnaz production firm not content with filming the I Love Lucy series, is bidding for commercials and other programs as well. The firm has completed five Tide commercials for the Red Skelton Show, with Al Simon supervising, and is at work on the Leo Durocher-Laraine Day Hot Stove League series, packaged by Marty Martyn and Ted Kneeland (Marted Prodns) and featuring interviews with sports celebrities.

UNITED ARTISTS TV DEPT has shifted Robert (Pat) O'Brien to its midwest sales manager post, with headquarters in Chicago. O'Brian was formerly in charge of UA's southern territory. John Mitchell is director of UA's TV Department.

DYNAMIC FILMS (NY) TO PRODUCE MARIONETTE OPERETTAS IN COLOR - With CBS-TV announced as having an exclusive option on the product, Henry Morley's firm has been set to produce some 260 ½hr color subjects for Children's Television Films Inc. The open-end films will feature the Sue Hastings Marionettes, with original scripts and music. Nat Zucker will produce for Dynamic.

INTERSTATE & WM MORRIS SIGN FOR ETHEL BARRYMORE FILM SERIES (LA) - Ralph Branton's Interstate TV Productions, a Monogram Pictures subsidiary, has closed a deal with Frank Samuels of the LA William Morris office to feature Ethel Barrymore as narrator and actress in a half-hour film series. A national sponsor will be sought for the first run. Title:"Ethel Barrymore Theater of the Air."

CBS-TV & CORNELL COOPERATE ON TV PILOT FILM - By way of exploring the possibilities of educational TV, CBS-TV's Hubbell Robinson Jr & Dean W. Malott of Cornell University have arranged for a pilot film to be produced by Stuart Ludlum at the Cornell Aeronautical Laboratory in Buffalo.

OFFICIAL, NAT BOAST JR & M ROBIN FOR TRADE - To produce and distribute films for both national TV and theatrical TV commercials and TV syndication, announcement was made by Official Films President William Ziegler. Producers Jr. that a "year program of films has been scheduled", part of which will be produced by Noah St. Nat Boast Jr. Jr. for national sale by the Morris office and syndication by Official. A short-lived merger between Official and Wilcoxon was recently dissolved.

PARAMOUNT - CONSOLIDATED FILMS [illegible] - Almost simultaneously with the previous [illegible] Jones, "Variety" reported that Jerry Fair-banks, now practically retired from his Official connection, was about to begin both financing and distributing facilities through a merger with Consolidated Television. Fairbanks, the film syndication firm formerly by Herman Chelton [illegible] Los Angeles. Consolidated has named Peter M. Pabst as [illegible] Pabst Enterprises, until now with Dumont, as western sales manager. In New York, Consolidated is [illegible] Lawrence announced that Douglas C. Gardner has been appointed [illegible] director.

CONTINUE-WILL DISTRIBUTE DOC SHORT DEALS LIST - Trade press has reported that Lou Brooks (Continue) sales already has for TV-TV syndication, will give (1) Sterling Movies, Inc. to Official Films for distribution. Sterling is getting in this production unit currently on the West Coast. Official reports also negotiations for [illegible] of the AM "Blackhawk" show.

DOWNY SMILE'S BLACKOUT DEBUTS IN HAWAII - Frank Downey Productions' recent film mobile unit debuted (Tuesday "City of Honolulu") series in Honolulu (Hawaii) on Monday, with [illegible] Hawaii Kotera had bought the first 52 films showing Honolulu Advertiser for film syndication. Mr. Downey of Honolulu [illegible] would bring. Series is in the [illegible] production value. Title will be Hanapa.

LEGION ACTIVE IN NEW FILM PRODUCTION (LA) - The Legion, Catholic group producing film series. In bidding for commercially and other productions as well, the film has completed Film Tile commercials for the Jet Cleaner Chain, with [illegible] supervising, and is at work on the Los Angeles-Hawaii [illegible] series, produced by Marty Martyn and Tom Kalmbach (Martyn Films) and [illegible] with sports celebrities.

FILTER MILLS TV PRO Has added Filter (Jim) [illegible] to the Midwest sales manager post, with headquarters in Chicago. O'Brien has formerly in charge of UA's southern territory. John Milwaski is director of Sales TV Department.

INTERCO-FILMS (LA) TO MAKE MATCHMAKER CHRISTMAS SHOW - With CBS-TV announced as having an exclusive option on the product, Hazel Bishop's Films has been set to produce some 26 for color [illegible] for Lightman's Television Inc. The commercial films will [illegible] the New Haven Distributors, with original scripts and music. The Hicker will produce for Interco.

INTERNATIONAL & WORLD-WIDE FOR SERIES WITH TIME FILMS (LA) - Helen Brunson's International TV International [illegible] Television Subsidiary, has closed a deal with Frank Samuels of the LA Film Commission [illegible] Brad Barrows director and actress in a half-hour film series. A national sponsor will be sought for the first run. Title: "Hotel Barrymore Theatre of the Air."

CBS-TV & COUNCIL COOPERATE ON TV-SCIENCE FILM - By way of supplying the possibilities of educational TV, CBS-TV's Dumont Wallenstein, Dr. Dean V. Wright of Council University [illegible] film [illegible] produced by Stuart Ludlum at the Council Astronomical Laboratory in Santa Ia.

[illegible]

NPA & RTMA - LESS TV RECEIVERS - The National Production Authority this past week added a formal order to Charles Wilson's earlier request: no more manufacturing of TV color receivers (except for experimental & public service purposes) &/or no more manufacturing of adaptors, convertors or other color attachments either.....The Radio & Television Manufacturers Association, meeting in Chicago, also had discouraging news about increased TV circulation. Their forecast: between 3 and 5 million TV receivers to be manufactured next year (a drop from last year's 7½ million); with radio manufacturing off too - between 7 and 12 million sets scheduled (as opposed to last year's 14½ million).

ABC-TV SIGNS WITH NIELSEN - First network to sign up for A.C. Nielsen's complete TV measurement service is ABC-TV, at an announced figure of $50,000 yearly. The network will get the following data for programs whose sponsor or agency are Nielsen clients: nationally-projected circulation figures, cumulative audiences, minute-by-minute flow of audience, composition, a popularity index (for the 10 cities where there are 3 or more TV outlets), and 2 full analytical reports per year for non-subscribing sponsors at an additional fee on a limited number of shows. Although Nielsen was recently dropped by CBS, he claims that negotiations are still in progress, as they are with NBC as well. Networks are charged in proportion to their share of total billings. Agency subscribers include: Y&R, K&E, Biow, Compton, McCann-Erickson, Benton & Bowles, among others.

ASSOCIATED TELEPHONE EXCHANGES OFFER NEW SURVEY - F.A. McKean, president of ATE is readying results from a test telephonic survey made in the Los Angeles area for gratis offering to sponsors and agencies by way of demonstrating what his association may be able to do for them in the way of regular audience measurement. L.A. test was conducted by an ATE member, Lew Lauria's RATE (Radio & Television Actors Exchange). McKean hopes to be able to offer preliminary reports within 72 hours and fully-compiled data within a week after testing. Exchanges are widespread & can test a large percentage of each area's population

FCC HEARING ON UPT SET FOR JANUARY - With the FCC hearings on the proposed United Paramount - ABC merger set for January, DuMont's counsel last week asked that the Paramount investigation as it affects DuMont be dealt with first, so that the network's progress will not be retarded for as long a period as two years. Other counsel feel that the matter can be settled within a four week period, but DuMont feels that it is not directly connected with the possible anti-trust suit and so should be disposed of first.....Meanwhile, various theater owners are preparing for the scheduled hearings on their TV channel applications by the FCC in February. It is estimated that some 2/3 of the 67 hearings scheduled will be devoted to theater interests.....And in New York, operators of the Guild Newsreel Theater chain in NY & NJ are contemplating the "first TV newsreel chain", with programs - not necessarily sports - coming from network studios or direct from remote exclusives. The Guild Rock Center theater has been used for auditions with good results already. Diversified other uses are planned.

PERSONNEL CHANGES - Joseph A. McDonald, ABC-TV VP & General Attorney to NBC, with Mrs. Geraldine B. Zorbaugh named as acting gen atty to succeed him..... Howard H. Bell named as executive assistant to Thad H. Brown, TV Director for the NARTB. Bell was sales manager for WMAL & WMAL-TV Washington....David Kees, formerly production manager of KPIX San Francisco, named to succeed Bob Bendick as CBS-TV's director of special events. Bendick has joined Mike Todd's TV enterprises.

MISCELLANEOUS - P&G plans a survey to test TV's effectiveness (according to "Variety") with its $27 million AM-TV budget in the balance. Tide alone is quoted as spending $12 million in all media. U of P asks lifting of NCAA TV ban in 1952.. "Billboard" story has Vim Stores (42 in NY) about to double their $½ million budget in 1952, perhaps the largest local retail budget in the country.....Crosby to TV next fall on magnetic picture-sound tape? "Billboard" also asks this question.

PROGRAM	NET TIME	GUESTS
		(S - Singer; D - Dancer; C - Comic; M - Musician)
		FRIDAY NOVEMBER 23
Garry Moore	CBS 1:30	George Gobel(C), Lucile Watson
We, The People	NBC 8:30	Florence Rondell & Ruth Michaels(writers), Norma Terris, Gladys Braham, Ziegfeld Girls Reunion

****Other shows on this date were listed in last week's issue.

		SATURDAY NOVEMBER 24
Betty Crocker	ABC 12N	Roland Young, Claire McCardell(designer)
Ken Murray	CBS 8pm	Ann Sheridan, Cedric Adams, Rosemary Clooney, Dianne Frandup, Jack Powell(spoons), Fayne & Foster(M)
All Star Revue (Jack Carson	NBC 8pm	Lola Albright, James Dunn, Honey Brothers, Jack Durant (FROM HOLLYWOOD)
Faye Emerson	CBS 9pm	Salute To Detroit - with Margaret Whiting, Johnny Desmond, Mary Boland
Your Show Of Shows (Sid Caesar)	NBC 9pm	Robert Preston, MC; Senor Wences, guest
Show Goes On (Robert Q. Lewis)	CBS 9:30	Talent: Bob Houston(S), Bud & Cece Robinson(D), Sosimo Hernandez(acro); Robert's Cue: Leonard Sues; Buyers: Mitch Miller(Columbia Records), Caroline Seymour(41 Degrees-71 Degrees Club), Henry Neyle(Vagabond Club, Miami)
Songs For Sale (Steve Allen)	CBS 10pm	Guest singers: Dick Haymes, Polly Bergen; Judges: Morey Amsterdam, Bob Merrill, Buddy Rich
		SUNDAY NOVEMBER 25
Author Meets Critics	WNBT 12N	Show Biz - by Abel Green & Joe Laurie Jr; Barry Gray (for), Virgilia Petersen(against); Fred Allen, guest moderator
Meet The Press	NBC 4pm	Mohammed Kamil Bey Abdul Rahim(Egyptian Amb. to USA)
Man Of The Week	CBS 5pm	Gen. John E. Dunlap(Chief of Internal Revenue)
Gabby Hayes	NBC 5pm	The Indian Scout - with Elliot Sullivan, Vivian Nathan, Ken Harvey, Archie Smith
Sarah Churchill	CBS 5:45	Helen Hayes
Star Of The Family (Peter Lind Hayes)	CBS 6:30	Grace Hayes, Xavier Cugat, Abbe Lane, Joe Frisco
Paul Whiteman	ABC 7pm	Mimi Benzell
Chesterfield Time (Bob Hope)	NBC 7pm	William Bendix, Lina Romay (FROM HOLLYWOOD)

PROGRAM	NBC LINE	CHORUS
	(BC - Albuquerque; JH - Jackson; C - Omaha; M - Minneapolis)	
	SUNDAY NOVEMBER 21	
Jerry Lewis	CBS 10:30	Jerry Lewis Band(m), Muscle Women
Mr. Ted Mack	NBC 8:30	Filmmaker Studio & Rudy Michaelle(vocalists), Rosa Rosada, Gladys Hudson, Minneapolis Civic Ballet

Performances above on this date were filmed in Los Angeles's Ivanhoe.

MONDAY NOVEMBER 22

Henry Morgan	ABC 10:30	Richard Young, Charles McGraw(newsreaders)
Fred Waring	CBS 8pm	Ann Sheridan, Carlyle Adams, Freeman Gosden, Pierre Trudeau, Jack Powell(guests), Vance & Jerome(m)
Mr. Peepers Revue (Steve Dunne)	NBC 8pm	Leslie Albright, James Dunn, Henry Gordon, Jack Burnett (FROM HOLLYWOOD)
Dave Garroway	CBS 9pm	Salute to Detroit - with Margaret Whiting, Johnny Desmond, Mary Ryland
Your Show Of Shows (Sid Caesar)	NBC 9pm	Robert Preston, MC; Sheer Wonder, guest
Jack Lord On (Robert C. Lewis)	CBS 7:30	Talent: Bob Hewston(S), Ted & Cass Robinson(D), Sterling Hornsbuer(acro); Robert's Cue: Leonard Guss; Sponsor: Mitch Miller(Columbia Records), Caroline Gregson(L); Dupress-Il Degrees Club), Henry Merle(Vagabond Club, Miami)
Dance For Hale (Steve Allen)	CBS 10pm	Guest singers: Dick Haymes, Polly Bergen; Judges: Morey Amsterdam, Bob Merrill, Buddy Rich
	SUNDAY NOVEMBER 25	
Author Meets Critics	NBC 1pm	Snow Bis - by Abel Green & Joe Laurie Jr; Harry Gray (for), Virgilio Peterson(against); Fred Allen, guest moderator
Meet The Press	NBC 4pm	Mohammed Kamil Bey Abdul Rahim(Egyptian Amb. to USA)
Man Of The Week	CBS 3pm	Gen. John E. Dunlap(Chief of Internal Revenue)
Gabby Hayes	NBC 3pm	The Indian Scout - with Billie Sullivan, Vivian Nelson, Ken Torrey, Archie Smith
Jerry Lewis	CBS 9:45	Helen Hayes
Star Of The Family (Peter Lind Hayes)	CBS 8:30	Gracie Fayne, Xavier Cugat, Abbe Lane, Joe Frisco
Jack Benny	ABC 7pm	Mitzi Gaynor
Twenty-Six Time (Bob Hope)	NBC 7pm	William Bendix, Lisa Kenny (FROM HOLLYWOOD)

SUNDAY NOVEMBER 25(Cont'd)

This Is Show Bus.	CBS 7:30	Larry Douglas, Bobby Lane & Claire(D), Joey Bishop; Wendy Barrie, guest panelist
Toast Of The Town (Ed Sullivan)	CBS 8pm	James Barton, Evelyn Knight, Bob Scheerer(D), Brani & Valenti(pantomimists), Texas Tommy & Baby Doll (pony act)
Colgate Comedy Hour (Eddie Cantor)	NBC 8pm	Cesar Romero, Eddie Fisher (FROM HOLLYWOOD)
Fred Waring	CBS 9pm	Richard Rodgers
Rocky King (Roscoe Karns)	DuM 9pm	Wanted: Driver - by Clinton Spooner & Ruth L. Baer; with Darryl Firestone, Boris Aplon, Joseph Leon, Hal Riddle
Television Playhouse	NBC 9pm	The Eleventh Ward - by Hoffman Hays; with Margaret Phillips, Penny Hays, Lydia St. Clair, Addison Richards, Roger Dann, Jeanne Bolan, Daniel Reed, Harry Sheppard, George Smith, Hope Miller, Virginia Robinson, Dorothy Long
Plainclothesman (Ken Lynch)	DuM 9:30	Double Triangle - with Luella Gear, Romola Robb, David Orrick, John Shay, Carol Mathews
Celebrity Time	CBS 10pm	Kitty Carlisle, Boris Karloff
Leave It...Girls	NBC 10:30	Bill Stern, Binnie Barnes, Eva Marie Saint, Ann Sheridan, Eloise McElhone
*ADD SUNDAY SHOWS: Out There	CBS 6pm	Susceptibility - by John MacDonald, adapt by David Shaw; with Leslie Nielsen, Bethel Leslie, Fred Stewart, Susan Steele, Joe Silver, Jack Weston

MONDAY NOVEMBER 26

Magic Cottage (Pat Meikle)	WABD 6pm	Egbert Els's Worrisome Wishes - with Curt Wheeler, John Kane
Mr & Mrs Mystery (John & Barbara Gay)	WOR 7pm	The Absent Host - with Vincent Roark, Leta Bonynge
H'wood Screen Test	ABC 7:30	Vanessa Brown, guest, in The Return Of Joseph Bascomb - Dwight Marfield, Maurice Wells
Mr District Attorney (Jay Jostyn)	ABC 8pm	The Dangerous Clown - with Vinton Hayworth, James Van Dyk, Jan Miner
Lux Theater	CBS 8pm	Dames Are Poison - by Steve McNeil, adapt by John Whedon; with Nina Foch, William Eythe, Alice Pearce, Henry Jones, Peggy Cass, Hip McCardle, Seth Arnold
Voice Of Firestone	NBC 8:30	Bidu Sayao
Lights Out	NBC 9pm	Beyond That Door - by Charles Emmons; with Richard Greene, Lenka Petersen, Gregory Morton

Somerset Maugham	NBC 9:30	Home And Beauty - adapt by Theodore & Mathilde Ferro; with Constance Bennett, Richard Kendrick, Murray Matheson, Howard Smith, Rosalind Ivan, Constance Ford, Wally Cox, Dennis Cross, Rita Gam, Al Ottenheimer, Bill Watts, William Mile, Bonnie Bartlett, Miriam Stovall
Studio One	CBS 10pm	The Dangerous Years - by Lee David & Basil Beyea; with Frances Fuller, Harry Townes, Maria Riva, Wright King, Russell Hardie, Rosemary Prince, Charles Massinger, Alexandra Jack
Who Said That? (Net except WNBT)	NBC 10:30	Robert Ruark, Joy Hodges, Dr. Roy K. Marshall

TUESDAY NOVEMBER 27

Steve Allen	CBS 12:45	Howard & Wanda Bell(acrobats), Andy Russell(S)
Garry Moore	CBS 1:30	Kirkwood & Goodman
Kate Smith	NBC 4pm	Akim Tamiroff, Vince & Gloria Haydock(D)
Trapped	WOR 7:30	Who Shall Die - by Frank Wayne; with Woody Parker, Fred Beir, Ruth Taylor
Frank Sinatra	CBS 8pm	Arlene Dahl, George Tobias, Mika Mazurki, Mari Blanchard, Lenny Kent, Jimmy Boyd
Texaco Star Theater (Milton Berle)	NBC 8pm	Janis Paige, William Warfield, Owen McGivney
Cosmopolitan Theater	DuM 9pm	Time To Kill - by Arthur Gordon, adapt by Robert Anderson; with John Forsythe, Torin Thatcher, Phyllis Love, Harry Worth, Julie Lawrence, Conrad Bain, Don Gerard, Geoffrey Barr, Cyrilla Dorn
Fireside Thtr(film)	NBC 9pm	Not A Bit Like Jason - by Brenda Weisberg, from story by Marion Cooper; with Lynn Roberts, John Sutton, Gloria Marshall, Tom Cook, Wendy Waldron, Robin Walker, Josef Mell, Everett Glass
Suspense	CBS 9:30	Mikki - by Alvin Sapinsley, from Kenneth Fearing's novel "The Loneliest Girl in the World"; with Joan Chandler, Henry Barnard, Joe Downing, Brandon Peters, Charles Cooper, Edgar Stehli
Armstrong Theater	NBC 9:30	Brand From The Burning - by Doris Halman; with Thomas Coley, Grace Kelly, Morton L. Stevens, Lester Lonergan Jr, Joseph Sweeney, Tom McElhaney, Aileen Poe, Patsy Flicker
Danger	CBS 10pm	The Friend Who Killed - by Joel Carpenter; with Eddie Binns, Charles Jordan, Fred Scollay, Don Hanmer, MacGregor Gibb, Ruth Gilbert
Hands of Destiny	DuM 10pm	Some Spring Day - by Lawrence & Virginia Duggan; with Ed Holmes, Audra Lindley, Dorothy Elder, Virginia Vincent

Somerset Playhouse	MON 9:30	Home And Beauty - adapt by Theodore & Matilda Ferro; with Constance Bennett, Richard Bentrick, Murray Matheson, Howard Smith, Rosalind Ivan, Constance Ford, Wally Cox, Dennis Cross, Rita Jan, Al Ottenheimer, Bill Watts, William Mile, Bunnie Bartlett, Miriam Stovall
Studio One	CBS 10pm	The Dangerous Years - by Lee David & Basil Dewey; with Frances Fuller, Perry Towne, Marie Rive, Dwight King, Russell Hardie, Rosemary Prince, Charles Messenger, Alexandra Jace
Who Said That? (Net array WRC)	MON 10:30	Robert Ripley, Joy McCree, Dr. Roy K. Marshall

Steve Allen	TUE 12:45	Howard & Widdoes(comedy), Andy Russell(s)
Barry Moore	TUE 1:30	Afternoon Program
Kate Smith	1:45pm	Anne Tourtell, Vince & Gloria Peydock(D)
Tuesday	NCB 7:30	The Small Fee - by Frank Kemp; with Wendy Barker, Fred Sadler, Ruth Taylor
Lend Ellington	CBS 8pm	Julie Paul, George Tobias, Mike Kasznik, Mari Blanchard, Lenny Kent, Jimmy Boyd
Texaco Star Theater (Milton Berle)	NBC 8pm	Jenia Paige, William Wartfield, Owen McGivney
Commonwealth Theater	CBS 9pm	Time To Kill - by Arthur Gordon, adapt by Robert Anderson; with John Forsythe, Ruth Thatcher, Phyllis Love, Harry Worth, Julie Lawrence, Conrad Bain, Don Gerard, Geoffrey Horn, Cynthia Dorn
Miranda Thru(film)	NBC 9pm	Jor A Bit Like Jason - by Brenda Weisberg, from story by Marion Lupper; with Lynn Roberts, John Sutton, Gloria Marshall, Tom Cook, Wendy Waldron, Robin Walker, Janet Mull, Everett Glass
Jamboree	CBS 9:30	Mikki - by Alvin Sapinsley, from Kenneth Fearling's novel "The Loneliest Girl in the World"; with Joan Chandler, Henry Barrett, Joe Downing, Israelh Peters, Charles Cooper, Edgar Stehli
Lawrence Theater	CBS 9:30	Bang Bang The Burning - by Doris Gilman; with Thomas Coley, Grace Kelly, Morton L. Stevens, Lester Lawrence Jr, Joseph Feeney, Tom Middleton, Aileen Poe, Peter Fletcher
Jaeger	CBS 10pm	The Trick Was Killed - by Joel Carpenter; with Ann Sterns, Marilee Jordan, Fred Scolley, Don Hanner, Rodgerson Cobb, Ruth Gilbert
Cycle of Destiny	10pm	Some Another Day - by Lawrence & Virginia Drexler; with Ann Holmes, Nora Linkler, Dorothy Elder, Virginia Vincent

WEDNESDAY NOVEMBER 28

Steve Allen	CBS 12:45	Mario Neglia(M), Condos & Brandow(D)
Garry Moore	CBS 1:30	Lucile Watson
Kate Smith	NBC 4pm	Hoctor & Byrd(D), Peggy Taylor Trio(D), Tommy Edwards(S)
Kate Smith(eve)	NBC 8pm	Rex Harrison, Lilli Palmer, Ethel & Albert, Bouliano Ivanko Quartet, Will Mahoney
The Clock	ABC 8:30	Just For The Record - by Eric James Martin; with Oliver Thorndike, Leona Powers, Joseph Hardy
Celanese Theater	ABC 9pm	Counsellor-At-Law - by Elmer Rice, adapt by Norman Lessing; with Alfred Drake, Ruth Hussey, Ann Loring, Edward Ashley, Will Kuluva, Barbara Baxley, Pat O'Malley, Helen Baron, Michael Dreyfuss, Janet Alexander, James McArdle, Ben Yaffee
Kraft Theater	NBC 9pm	The Fair-Haired Boy - by Loren Singer; with Frances Helm, Dick Foran, Richard Carlyle, Nelson Olmstead, James Westerfield, Leslie Barrett, Noel Leslie, Phillip Kenneally, Richard Clealy, Johnny Most, Steve Gethers
The Web	CBS 9:30	Shine, Mister? - by Robert Zachs, adapt by Max Ehrlich; with Judith Parrish, Joey Walsh, Robert Webber, Robert Middleton, Louis Buckley, Mary Michael, Harry Davis, DeForest Kelley
Shadow of the Cloak	DuM 9:30	The Tyndall Masterpieces - by George Bellak; with Boyd Crawford, Gene Blakely, Maurice Tarplon, Louis Sorin, Steffi Locke
Freddy Martin	NBC 10:30	Sue Bennett, Merv Griffin, Murray Arnved

THURSDAY NOVEMBER 29

Steve Allen	CBS 12:45	Ann Bayes(S), Norman Rockwell, Peggy Taylor Trio
Garry Moore	CBS 1:30	Ross & West(C)
Kate Smith	NBC 4pm	Iva Kitchell(D), Hammond's Birds, novelty act
T-Men in Action (Walter Greaza)	NBC 8:30	The Automatic Killer - by Abram S. Ginnes; with Gene Lyons, Howard Smith, Phil Sterling, Leonard Barry, Miriam Goldina
Ellery Queen (Lee Bowman)	DuM 9pm	The Shape-up - by Henry Misrock, adapt by Irving Pincus; with Dennis Harrison, Walter Klavun, Anna Minot, John Marley
Ford Festival (James Melton)	NBC 9pm	Anita Louise, The Zierns, Wally Brown
Gruen Theater(film)	ABC 9:30	The Cavorting Statue - with Cesar Romero, Ann Rutherford

[illegible]

[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]

[illegible]

[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]

THURSDAY NOVEMBER 29(Cont'd)

Big Town (Pat McVey)	CBS 9:30	The Doll - by Joseph Rascoll & Charles Robinson; with Walter Slezak, Robert Lieb, Eddy Hyans, Jacqueline Susann, Henrietta Cacal, Rolfe Sedan
Bigelow Thtr(film)	WABD 10pm	A Case of Marriage - by Jack Bentkover; with Marjorie Reynolds, Kent Taylor, Jerome Cowan
At Home (Earl Wrightson)	ABC 10:30	Virginia Haskins(S)
Crime Photographer	CBS 10:30	The Juror - by Ben Radin; with Katherine Bard, Constance Dowling, Kem Dibbs, Stephen Elliott, Gene Lee, Jason Robards, Jr

FRIDAY NOVEMBER 30

Steve Allen	CBS 12:45	Texas Tommy & Baby Doll(pony), Jesse, James & Cornell(D)
Garry Moore	CBS 1:30	Stuart Erwin
Kate Smith	NBC 4pm	John Butler Ballet Group, Ethel & Albert(C), Johnny Bachemin, acrobatic dancer
Mystery Thtr(film)	ABC 8pm	The Vanishing Couple - by Arthur Hoerl; with Claire DuBrey, Lucien Littlefield, Pat O'Malley, Freeman Lusk, John DeSimone, James Bush, Bettie Best, Clyde Cook, Matt McHugh
RCA Victor Revue) (Ezio Pinza)	NBC 8pm	Mindy Carson, Monty Woolley
Man Against Crime (Ralph Bellamy)	CBS 8:30	Ian Keith, Nancy Coleman, Marc Cramer, Robert Carricart
Schlitz Playhouse	CBS 9pm	Two Living And One Dead - by Sigurd Christiansen, adapt by Howard Rodman; with Walter Hampden, Fay Bainter, Howard Freeman, Don McHenry, Jack Manning, Jean Gillespie, King Calder, Raymond Bramley, Wyrley Birch, Rudulph Justice Watson, Billy James, Bernard Kates, Mercedes Shirley, Frank Rollinger, Janet Burtis, George Burton
Big Story	NBC 9pm	Ella Fleischmann, Omaha World-Herald - adapt by Max Ehrlich; with Adelaide Bean, Lewis Charles, Al Ramsen, Eva Condon, Leni Stengel, Bernard Burke
Cavalcade of Stars (Jackie Gleason)	DuM 10pm	Richard Tucker, Yvette, George Kirby
Hwood Opening(film)	CBS 10:30	Show Down - by Oliver Crawford; with Lorene Tuttle, Ken Harvey, Sheila James, Toll Avery, Billy Griffith, John Phillips, Frank Hilliard, Barbara Wooddell
Eloise ...Stars	WABD 11pm	David Street(S)

[illegible]

Al - Pino
(see Wolfe)

CBS 8:30 The Doll - by Joseph Hassell & Cornelia Robinson: with Julian Gerard, Robert Lion, Judy Evans, Jacqueline [illegible], Bernard Lenrow, Julie Gedan

Nightmare Theatre(film) [illegible] A Tale by Poe(film) - to Jack Berkhover; with Mary Jane Arnold, Mark Taylor, Jerome Cowan

[illegible]
(Larry Wigdahl)

CBS 10:30 [illegible]

[illegible] CBS 10:30 The Force - by Ben Fowler; with Katherine Bard, Commander Dwiney, Ken Peters, Stephen Dillon, Jane Lee, Joann Roberts, Jr.

[illegible]

Frank Gillen CBS 12:45 Frank Gillen's Daily Jolly(gray), Jesse, James & Cornell(D)

Gerry Moore CBS 1:30 [illegible]

Earl Dwitt NBC 1:45 [illegible] Dwitt & Albert(C), Jerry Robinson, [illegible]

Lucky Thirteen(film) ABC 2pm The Vanishing Woman - by Arthur Dorel; with Walter Brooke, Joseph Lautrec, Joe O'Malley, Norman Lund, John Tomlinson, Jane Brown, Philip Rose, Clyde Cook, Lars Hedge

Bill Vickers(Jerry) NBC 2pm [illegible]
(Action Theatre)

Man Against Crime CBS 8:30 Jan Keith, Nancy Coleman, Mary Cramer, Robert Carroll
(Ralph Bellamy)

Philip Plowman CBS 9pm Swan Song For One Dead - by Sigurd Carlsonson, [illegible] with Walter Burton, Fay Bainter, Susan Freeman, Jan Kenney, Jack Manning, Jean Gillespie, Alice Tyler, Suzanne Grossman, Wesley Addy, Madelyn Cooke Evans, Willa Pearl Curtis, Barbara Eden, Lorenzo Ewing, Frank Rollinger, Frank Sutton, George Sutton

MGM Story NBC 9pm Palm Springs, Nevada World-Herald - story by Jack Chalkin; with Alexander Scott, Lewis Charles, Al Hansen, Eva Gaston, Lisa Stewart, Bernard Lenrow

Problems of Price
(Charlie Gleason)

New Life [illegible] Kirby

Mark Dowling(film) CBS 10:30 Close Loop - by Oliver Crawford; with Lorene Tuttle, Ken Harvey, Sheila Bond, Todd Avery, Billy Gray(?), Tom Holloway, Frank Gilliard, Barbara Woodwell

Dolore ...Sports [illegible] Trivia Game(?)

[illegible]

IN NEW YORK

GWEN ANDERSON available TV - AGT: Bonnie Alden, Baum-Newborn BR 9-6377

FAY BAINTER available TV - AGT: Lucy Kroll PL 7-4250

LINDA CHRISTIANS in from West Coast, avail TV - AGT: John Greenhut MCA, PL 9-7500

BOBBY DRISCOLL in NY Dec 10 - AGT: Joe Magee at Wm Morris JU 6-5100

MILDRED ELLOR soprano, in from LA, avail TV - AGT: Jules Ziegler MU 2-2080

MARGALO GILLMORE returned from West Coast, AGT - Joe Magee at Wm Morris JU 6-5100

CHARLTON HESTON in NY until Jan, avail TV - AGT: Maynard Morris MCA PL 9-7500

BRENDA MARSHALL in NY - AGT: Famous Artists CI 7-6200

DENNIS HOEY returned from California, avail TV - AGT: Jules Ziegler MU 2-2080

WILLIAM HOLDEN in from West Coast - AGT: Famous Artists CI 7-6200

JOHN IRELAND arrives early Dec, avail TV until Dec 20 - AGT - Joe Magee, Wm Morris JU 6-5100

MIRIAM KRESSYN European chanteuse, avail TV - AGT: J.Ziegler

JACK LAMBERT TV actor - AGT: Lucile Phillips CI 7-3263

BEATRICE LILLIE in from Europe - AGT: Joe Glaser, Associated Booking PL 9-4600

KAREN LINDGREN stage, TV actress avail - AGT: Jack Lawrence, Wm Morris JU 6-5100

DENISE LOR current Garry Moore Show - AGT - Murrya Albert, Talent Reps PL 7-6866

TONY MARTIN - PRESS: Buddy Basch MU 7-MU 7-8831

MARIE McDONALD arrives Sat Nov 24 for 1 week only - AGT - Joe Magee at William Morris JU 6-5100

MEG MUNDY legit actress avail TV - AGT: Baxt-Wald OR 5-7847

JAN PEERCE - AGT: National Concerts & Artists - PL 9-6000

ELIZABETH ROSS legit actress avail TV - AGT: Baxt-Wald OR 5-7847

GEORGE SANDERS in New York from West Coast - AGT: Famous Artists CI 7-6200

EXTRA COPIES - TV DIRECTORY - AVAILABLE

$5.00 for subscribers $7.50 for non-subscribers

Send checks to 551 Fifth Avenue, NYC 17. Prepaid please.....

NEXT WEEK - Recap of Scripts & Authors

IN NEW YORK

CHUCK ANDERSON available TV - ACT: Jumbie
Alden, Hunt-Lowdon
BR 9-5377

TAI BANNER available TV - ACT: Inez
Proll PL 7-4290

LILLIA CHRISTIANSE in from West Coast, avail.
TV - ACT: John Greenhut
MCA, PL 9-7500

JOHN DEVOSON in NY Dec 10 - ACT: The
Meyer at Wm Morris JU 6-3100

MILDRED MILOS soprano, in from IA, avail
TV - ACT: Julia Meigher
MU 2-5080

MARCELLO GILMORE returned from West Coast,
ACT - Joe Moe at Wm
Morris JU 6-3100

CHARLTON HESTON in NY until Jan, avail
TV - ACT: Maynard Morris
MCA PL 9-7500

SONIA MARSHALL in NY - ACT: Famous
Artists CI 7-6200

DENNIS HOEY returned from California,
avail TV - ACT: Julie Hughes
MU 2-5080

WILLIAM HOPPE in from West Coast - ACT:
Famous Artists CI 7-6200

JOHN INGRALD arrives early Dec, avail TV
until Dec 20 - ACT - Joe
Meyer, Wm Morris JU 6-3100

MIRIAM FRESKIN European chanteuse, avail.
TV - ACT: A.Gallagher

JACK LAMPERT TV actor - ACT: Lucille
Phillips CI 7-3803

BEATRICE LILLIE in from Europe - ACT:
Joe Glaser, Associated
Booking PL 9-4600

KARAN LIPPINCOTT stage, TV actress avail -
ACT: Jane Lawrence, Wm
Morris JU 6-3100

DETROIT LEO comment Gerry Moore Show -
ACT - Murray Albert, Talent
Corp. L 7-6966

FORT MARTIN - LYRICS: Hardy Search MU 7-
8[illegible]

MARIE MCDONALD arrives San Mar 24 for
1 week only - ACT - Joe
Meyer at Wm Morris
JU 6-3100

BOB MERRY Jewish actress avail TV - ACT:
Sam-Wells [illegible]

JAN MERRY - ACT: National Concerts &
Artists - PL 9-6300

FILMARTIK TOUR Legit actress avail TV -
ACT: Hart-Wall JE 3-1[illegible]

TOCCATA SINGERS in from New York/from West
Coast - ACT: Famous
Artists CI 7-6200

DALLAS COPIES - TV DIRECTORY - AVAILABLE

$1.50 for subscribers $2.00 for non-subscribers

Send Checks to 525 Elm Street, Dallas, Tex. If repaid please.....

NEXT WEEK - News of Scripts & Authors

DECEMBER 9-15, 1951

VOL. 3 NO. 10
(With Report on TV Play
Titles & Script Credits)

NEWS ED: David B. Graham
TALENT: Gordon Leigh

Ross Reports
ON TELEVISION
551 Fifth Avenue • New York 17 • MUrray Hill 2-5910
6087 Sunset Blvd. • Hollywood 28 • HIllside 1100
Wallace A. Ross, Publisher Copyright 1951-52

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Mon(10)

ABC(Ch7) - 9-9:30pm; DEBUT; You Asked For It; from KECA-TV(Hwood) to the net; Sponsor - Rosefield Packing Co(Skippy Peanut Butter) thru Guild, Bascom & Bonfigli(San Francisco); Art Baker will MC new program which attempts to fill requests of viewers who want to see unusual things or revivals of well-known happenings. Guests on first show are Hugh Yancey, painter who "races against the clock"; the Duncan Sisters in their Topsy-and-Eva roles; The Great Calvert, the man who walks upside down; and "White Hoop", Navajo inter-tribal champion of the "Hoop Dance".

DuM(Ch5) - 8-8:30pm; NEW TIME; Pentagon-Washington; from WTTG(Washington,D.C.) to the net; Sustaining; Switches to this time from Sun 8:30-9pm.

NBC(Ch4) - 9:30-10:30pm; LAST SHOW; Somerset Maugham Theater; Sponsor - Tintair thru Cecil & Presbrey. Time slot will be filled December 24 by Gian-Carlo Menotti television opera, and commencing January 7, S.C. Johnson thru Needham, Louis & Brorby(Chi) will alternate sponsorship of the Robert Montgomery Show with Amer Tobacco(Lucky Strike)thru BBD&O.

Thu(13)

DuM(Ch5) - 9-9:30pm; NEW TIME; Shadow of the Cloak; from WABD to the net; Sustaining; Program, formerly seen Wed 9:30-10pm, replaces Adventures of Ellery Queen in this time spot; Queen moves to ABC-TV on December 16(Sun 7:30-8pm).

LAST WEEK'S NETWORK CHANGES

NBC - Cavalier Theater; DEBUT Dec 5; Wed 10:30-11pm; from WNBT to 15 sta; Sponsor - R.J. Reynolds(Cavalier Cigarettes) thru William Esty, for 4 weeks only; Prod - Edward J. Montagne, Esty; Series of four dramatic programs replaced Freddy Martin Show which was dropped by Hazel Bishop Cosmetics thru Raymond Spector Agcy; first program was "International Rendezvous" specially filmed for television in London; remaining three programs will be done "live" in New York.

NEWLY ANNOUNCED NETWORK FUTURES

Jan 3 - Dragnet; NBC Thurs 9:30-10pm; Sponsor - Liggett & Myers(Fatima Cigarettes) thru Cunningham & Walsh; new film series based on stories from official police files. Jack Webb & Barton Yarborough, stars of the radio series, are filming program in Hollywood. The first in the series will be previewed on the Sound-Off Time program Sunday Dec 16(NBC 7-7:30pm).

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK

SPONSOR ACTIVITY

CROSLEY thru Benton & Bowles has picked up alternate week sponsorship of the Paul Winchell-Jerry Mahoney Show. Speidel Corp thru SSC&B, former weekly sponsor, will now alternate with Crosley. Inability of Speidel to get full allotment of critical materials for manufacturing purposes necessitated cut-back on advertising budget.

HALLMARK GREETING CARDS thru Foote, Cone & Belding, will sponsor Amahl and the Night Visitors, special television opera by Gian-Carlo Menotti on NBC-TV, Monday, Dec 24 from 9:30-10:30pm.

LEVER BROS thru J. Walter Thompson has taken an option on the services of Sam Levenson for a new CBS-TV show providing the network can supply a program suitable for one of Lever's products.

PONTIAC MOTORS thru MacManus, John & Adams will expand the John Daly News Show(WJZ-TV Mon thru Fri 7-7:15pm) to the ABC-TV network pending clearance of stations.

NYC LOCAL STATION ACTIVITY

WABD - Dick Tracy; DEBUT Dec 7; Fri 7:30-8pm; Sponsor - Block Drug Co(Amm-i-dent & Pycope) thru Cecil & Presbrey; Film series written and produced for Snader Productions by P.K. Palmer, sponsor has contracted for 52 weeks.

WJZ-TV - Celebrity Parade for Cerebral Palsy; HIGHLIGHT Dec 8 & 9; Howard Cullman heads the general committee in charge of the 14-hour television marathon which will help raise funds for Cerebral Palsy organizations in the metropolitan area.

Magic Door; DEBUT Dec 15; Sat 5:30-6pm; Sponsor - MacLevy Talent Studios; Producer - Monty MacLevy Video Productions; Ruth Mannig adapts children's stories which are enacted by child singers, dancers and actors from the MacLevy studios; Superv - Clyde Matthews; Prod Coordinator - Ceil Loman; Choreographer - Fred Knarr.

HOLLYWOOD LOCAL STATION ACTIVITY

KECA-TV - The Korla Pandit Show; DEBUT Dec 2; Sun 7-7:30pm; Sustaining; Dir - Larry Robertson; Korla Pandit, organist-pianist, plays his own arrangements of native music of various countries, while Orval Anderson narrates; film slides are used for background pictorial effects & guest artists will be used.

KTTV - Murphy's First Run Theater; DEBUT Dec 8; Sat 8-9pm; Sponsor - Murphy Motors thru Charles N. Stahl Agency; New series will use feature films purchased by KTTV from Republic Studios.

The Young Sprouts; DEBUT Dec 9; Sun 7:30-8pm; Sustaining; Pkgr-Prod - The Raisbecks; Director - Philippe de Lacy; Scripts - Irving Phillips & Fred Howard; new weekly soap-opera series, the story of a young widow with six children to support. Frieda Inescort plays the mother, with Marilyn Steiner, Wesley Morgan, Sammy Ogg, Christa Gail Walker, Susan Erlich & Earl Robie as the children.

Robert Hayward has been named Director of Program Development, a newly created post in the Program Department of KTTV. Hayward was formerly radio and television director for the Bank of America in San Francisco and has operated his own television packaging office.

CONCERT ACTIVITY

CONCERT when Jacques & Jordan Ace visited up alongside and concurrently of the Great Miami-Jerry industry Sans. Musical Corp then CONCO, Power nearly dynamic, will our alternate with original. Inability to not full allegiance of original material for manufacturing purposes nonexistent outside on acoustic by Ireland.

MAJORITY DIRECTOR CAUSE this Jerry, Corp & Jordan, all dynamic Kodi the Ace Miami, also of Jordan Corp by Ultra-Cycle Sound so CONCO, Jordan, Ace & Jerry Corp-Ultra.

LATEST STOP that Jr Walter Thompson has taken an option on the services of Ace Jordan for 1 our CONCO also providing the network can supply a national outlet for use of Jerry's product.

OPTIMIST MOVING that Jordan, Jerry & Ace will expect the Jerry Corp Sans-Ultra if the Ultra Ace Jordan (Corp) is the ABC-CT network outlet a success or exciting.

THE JORDAN ACTIVITY

WABC - Jack Jordan DIRECT Sat 7p (4) Jordan Sans - Corp Jerry Corp/Ace-Jordan-Ultra Jordan Corp Jordan & Jerry Corp. Jim Jordan Jordan and Jordan Jordan Jordan

UNITED TV PROGRAMS(NY) - Filming of new whodunit series, Hollywood Affair, starts this week in New York. Marion Parsonett produces and directs series of 26 half-hour films with Melvyn Douglas starring. Pilot film was made last year with Lee J. Cobb playing the lead. Rip Von Runkle is writing the series, the first of which will be distributed early in February. United TV reports that 12 markets have been set to date.

ARMY PUBLIC INFORMATION FILMS - The Information Branch of the U.S. Army in conjunction with the Signal Corps Center at Astoria, is making available to TV stations throughout the country a series of 13 half-hour films which highlight the Korean war from the enlisted man's viewpoint. Title of series is The Big Picture, and films are offered on a no-cost basis, other than the cost of mailing. Local sponsorship will be allowed as long as proper full production credit is given. Col. E.M. Kirby is in charge of distribution. Lt. Carl Flint produced, William Brown directed, and Capt. Carl Zimmerman wrote the series.

HAL ROACH, JR.(LA) - Hal Roach, Jr., who recently formed his own independent production company which will make both theatrical and television films, has announced the signing of Cesar Romero to star in a half-hour television film series, Passport to Danger. Robert Dennis, who conceived the original idea dealing with the adventures of an international courier, is writing the series which starts production next week.

COMMODORE PRODUCTIONS(LA) - Commodore stars shooting this week on "The Pit of Ubangi", by Budd Lesser & Val Burton, the first in a series of 26 half-hour color films starring Clyde Beatty. E.R. Woodworth is production supervisor.

PERSONNEL NOTES: Jack Jungmeyer, Jr. has joined William F. Broidy Productions as personal assistant to Mr. Broidy, and will assume management of the studio together with Al Milton, executive assistant to Wesley Barry, who formerly managed the company's Sunset plant.....Mel Tucker has been named production chief for Republic Pictures television film department..... Halsey V. Barrett, former DuMont sales executive, is now East Coast manager for Consolidated Television Sales.

COMMERCIALS PRODUCTION

JERRY FAIRBANKS(NY) - 2 (60") completed for Reynolds Tobacco(Camel Cigarettes) thru William Esty for Net Program; LA with DR.

4 (60") completed for Reynolds Tobacco(Prince Albert Pipe Tobacco) thru William Esty for Net Program; LA with DR & VO.

JAM HANDY(NY) - 2 (60") completed for Vick's(Cough Syrup) thru BBD&O;for Local Spot; SA & LA with DR & VO.

3 (60") & 3 (20") completed for Underwood Deviled Ham thru BBD&O for Local Spot; SA & LA with DR & VO.

SARRA, INC.(NY) - 4 (20") being completed for Sun Oil(Sunoco Gasoline & Oil) thru Hewitt, Ogilvy, Benson & Mather for Nat'l Spot; FA with VO.

3 (60") being completed for Goebels Brewing Co(Private Stock 22 Beer) thru Brooke, Smith, French & Dorrance for Local Spot; FA & LA with LS, VO & M.

PROGRAM	NET TIME	GUESTS
		(S - Singer; D - Dancer; C - Comic; M - Musician)
		FRIDAY DECEMBER 7
We, The People	NBC 8:30	Patti Page, Governor Gordon Browning(Tennessee)

****Other shows on this date were listed in last week's issue.

		SATURDAY DECEMBER 8
A Date With Judy	ABC 11:30am	Arnold Stang
Betty Crocker	ABC 12n	Raymond Massey, Naomi Riordan
All Around The Town (Mike & Buff)	CBS 6pm	Ilona Massey, Herbert Corey(author), Lady Iris Mountbatten, Chambord Restaurant personnel
Ken Murray	CBS 8pm	Constance Bennett, Wilbur Hall & Renee, Spiller's Seals & Penguins, Billy Wells & the 4 Fays
All Star Revue (Ed Wynn)	NBC 8pm	Danny Thomas, Billie Burke, Lew Parker, Virginia Grey, Modernaires, Lee & Gilbert(acro) (FROM H'WOOD)
Faye Emerson	CBS 9pm	Salute to San Diego - with Mary Sinclair, Mayor John D. Butler, Florence Chadwick
Your Show Of Shows (Sid Caesar)	NBC 9pm	Herb Shriner & Florence Desmond sub for Caesar & Coca; Patrice Munsel, guest MC
Show Goes On (Robert Q. Lewis)	CBS 9:30	Talent: Betty Clooney(S), Ralph English(juggler), The Martinettes(D); Robert's Cue: Algerd Brazis (baritone); Buyers: Robert McConville(Newcastle Products), Al Beckman(New Bway show), Col. Harry Fox(Monte Carlo, Pittsburgh)
Songs For Sale (Steve Allen)	CBS 10pm	Guest Singers: Peggy Lee, Mel Torme; Judges: Morey Amsterdam, Gene Krupa, Joe Csida
		SUNDAY DECEMBER 9
Author Meets Critics	WNBT 12N	Once Over Lightly - by David Niven; Barry Gray(for), Edith Walton(against); Faye Emerson, moderator
American Inventory	NBC 1:30	Ronald Lang, Karen Lindgren, Eddie Rissen, Cliff Robertson, Terry Becker, Ralph Hertz, Alvin Sullum, Gregory Mitchell, Porter Van Zandt
Meet The Press	NBC 4pm	Sen. Henry Cabot Lodge Jr.
Man Of The Week	CBS 5pm	Guy G. Gabrielson(Republican Natl Chairman)
Gabby Hayes	NBC 5pm	The Iwo Jima Story - with Biff McGuire, Wright King, Bart Burns, Rod Steiger
Sarah Churchill	CBS 5:45	Adele Wingate(sculptor)

[illegible]

[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]

Out There	CBS 6pm	Mewhu's Jet - by Theodore Sturgeon, adapt by Edward Waldo; with Janie Alexander, Mort Marshall, Eileen Heckart, Richard MacMurray, John Boruff, Dennis Alexander
Star Of The Family (Peter Lind Hayes)	CBS 6:30	Duke Ellington, Andy & Della Russell, Gloria LeRoy
Paul Whiteman	ABC 7pm	Frances Langford
Chesterfield Time (Fred Allen)	NBC 7pm	Havil Brothers, Marjorie Dunkin, Klock Ryder, Sara Seegar, Irving Fisher, Danny Ocko
This Is Show Bus.	CBS 7:30	Charles Trenet, Leo De Lyon, Elisa Jayne(D); Linda Christian, guest panelist
Toast Of The Town (Ed Sullivan)	CBS 8pm	Nino Martini, Dolores Gray, Bert Lahr, Ben Blue, Michael Bentine, Salzburg Marionette Theater, Princeton Triangle Club
Colgate Comedy Hour (Eddie Cantor)	NBC 8pm	Nilsson Twins(S), Tom Dandrea & Larry Blake(C), Norman Brown(drummer), Robert Clary(S)
Fred Waring	CBS 9pm	Victor Borge
Rocky King (Roscoe Karns)	DuM 9pm	Message For Murder - by Douglas Stone; with Jack Davis, Harry Gresham, Virginia Vincent, Hal Riddle
Goodyear Playhouse	NBC 9pm	Money To Burn - by Walter Black & William Mendreck; with Dan Morgan, Leona Powers, Pat Breslin, Fred Stewart, Ken Walken, David White, Mike Kellin, Bert Conway, Alice Pearce, Billy Greene, Louis Lytton, Ed Nannery, Robert Patton, Walter Black
Plainclothesman (Ken Lynch)	DuM 9:30	The Misguided Current - with Dallas Boyd, Patricia Jones, William Mendick, DeForest Kelly, Hal Alexander Marion Brash
Celebrity Time	CBS 10pm	Guests: Rosalind Russell, Gene Lockhart; Sketch Bits: Amy Douglas, Frank Catal, Philip Kenneally, Tarry Green, Leslie Litomy, Joe Silver
Leave It...Girls	NBC 10:30	John Carradine, Binnie Barnes, Ann Rutherford, Helen Keller, Eloise McElhone
Short Story(film)	DuM 11pm	A Confession On New Year's Eve - by Herman Sudermann; with John Archer, Stanley Waxman, Gale Page, Marjorie Lord

MONDAY DECEMBER 10

Langford-Ameche	ABC 12N	Richard Dyer-Bennett, Alfred & Leonora(D)
Garry Moore	CBS 1:30	Wally Cox
Kate Smith	NBC 4pm	Bill Callahan(D), Benny Fields
Bess Myerson	WOR 4:30	Burne Hogarth("Tarzan" cartoonist)

[illegible]

MONDAY DECEMBER 10(Cont'd)

Magic Cottage (Pat Meikle)	WABD 6pm	Mr. Gratchel Shops For Christmas - with Richard Shankland, Ed Holmes
H'wood Screen Test	ABC 7:30	William Eythe, guest, in Smart Guy - with Jean Gillespie & Franklin Pulaski
Date On Broadway (Bob Haymes)	DuM 7:30	Russell Nype
Mr District Attorney (Jay Jostyn)	ABC 8pm	The Silent Victim - with Maurice Franklin, Virginia Dwyer, Betty Garde
Lux Theater	CBS 8pm	Second Sight - by Melina Palmer; with Celeste Holm, Patric Knowles, Neva Patterson, Don Shelton, Anne Meacham
Talent Scouts (Arthur Godfrey)	CBS 8:30	June Kelly(soprano), Jeff Warren(tenor), Moore's Varieteers(S-M), Walter Raymond(ventriloquist)
Voice Of Firestone	NBC 8:30	Nadine Conner
Lights Out	NBC 9pm	The Angry Birds - by A.J. Russell; with John Forsythe, Constance Dowling, Vaughn Taylor, Warren Parker, James Winslow
Somerset Maugham	NBC 9:30	Smith Serves - adapt by Russell Beggs; with Eddie Albert, John Newland, Polly Rowles, Betty Sinclair, Grace Kelly, Beverly Whitney, Joan Chandler, Eric Mattson
Studio One	CBS 10pm	The Legend Of Jenny Lind - by Irve Tunick; with Thomas Mitchell, Priscilla Gillette, Alan Devitt, Frank Overton, John Buckwalter, Larry Weber, Michael McAloney, Steven Gray, Anita Bolster, Eli Mintz, Frank Tweddell, Charles Webster, Billy Lee, Mary Cooper, Marvin Dworkin
Who Said That (Net except WNBT)	NBC 10:30	Ilka Chase, Morey Amsterdam, Bill Henry

TUESDAY DECEMBER 11

Langford-Ameche	ABC 12N	Sons Of The Purple Sage, Bradford Kalleher(designer)
Kate Smith	NBC 4pm	Ann Rutherford, Bud & Cece Robinson(D), The San Francisco Boys(S-M), Frances Brunn(juggler)
Date On Broadway	DuM 7:30	Gene Krupa
Dinah Shore	NBC 7:30	Jack Smith
Trapped	WOR 7:30	Death Is A Poker Face - with Gregg Juarez, Ernest Sarracino, Michael Crysanuk, Angela Carroll
Stork Club	CBS 7:45	Everett Crosby, Peter Donald
Frank Sinatra	CBS 8pm	Andrews Sisters, Roger Price, Henry Slate, Joan Holloway(FROM HOLLYWOOD)

TUESDAY DECEMBER 11(Cont'd)

Texaco Star Theater (Milton Berle)	NBC 8pm	Borrah Minnevitch, Hal Leroy, Nat King Cole, Anne Jeffreys, Milton Frome
Crime Syndicated	CBS 9pm	Lawrence Fletcher, Viola Harris, Dennis Bohan, Robert Grandin, Philip Coolidge
Cosmopolitan Theater	DuM 9pm	Mr. Whittle And The Morning Star - adapt by Robert Anderson from Robert Nathan's novel; with Bramwell Fletcher, Peggy Conklin, David Orrick, Carlotta Sherwood, Helen Donaldson, James Arenton, Henry Neslo
Fireside Thtr(film)	NBC 9pm	A Question Of Wills - by Alice Brown, adapt by Ann Morrison Chapin & Thomas Haines; with Maura Murphy, Tom Powers, Douglas Kennedy, Charlene Hardy, June Lang, Pat O'Moore, Gertrude Graner, Kay Wiley, Aileen Babcox
Suspense	CBS 9:30	Gangster In Exile - by Halsted Wells; with Olive Deering, Joseph Anthony, Joseph Buloff
Armstrong Theater	NBC 9:30	Marionette - by Frank De Felitta; with Beatrice Pearson, Henry Jones, Vincent Van Lynn, Joey Walsh, Fred Hillebrand; Puppets by Bil Baird
Danger	CBS 10pm	The Face Of Fear - by George Morrow; with Judith Parrish, Jerry O'Laughlin, John Martin, Harrison Dowd, Ruth Gilbert, Patcn Price, Betty Sinclair
Hands Of Destiny	DuM 10pm	The Man Who Condemned Himself - by John Gay; with Jeff Morrow, Jane Hoffman, John Stanley, Gerald Savory, Basil Howes

WEDNESDAY DECEMBER 12

Langford-Ameche	ABC 12N	Henry Steeger(lawyer), Cabot & Dresden(D)
Kate Smith	NBC 4pm	Tony Pastor Orch, Napoleon Reed, Lathrop & Lee(D)
Date On Broadway	DuM 7:30	Hugh Martin
Perry Como	CBS 7:45	Kay Starr
Kate Smith Evening	NBC 8pm	Charles Laughton, Kay Thompson & Williams Brothers
Arthur Murray	ABC 9pm	Bill Callahan, Long Island University Glee Club
Kraft Theater	NBC 9pm	The Golden State - by Samuel Spewack; with Dorothy Malone, Jane Rose, Pat O'Malley, Logan Ramsey, Edgar Stehli, Noel Leslie, Gene Lyons, Sandra Deel, George Hill, Howard Blaine
The Web	CBS 9:30	The Package - by Philip Weck, adapt by Robert Wallsten; with Russell Collins, Katherine Squire, Joseph Downing, Herbert Ratner, Mike Keen, Vincent O'Brien, Norma Lehn
Celanese Theater	ABC 10pm	No Time For Comedy - by S.N. Behrman, adapt by Robert Anderson; with Sarah Churchill, Ronald Howard, Jean Pierre Aumont, Helen Shields, Don Williams, Ernestine McClendon, Graham Velsey

THURSDAY DECEMBER 13

Langford-Ameche	ABC 12N	The Triads(S-D), Susan Szasy, Fran Lee
Kate Smith	NBC 4pm	Loman & Fields, Joe Howard Jr., Evalyn Tyner
Date On Broadway	DuM 7:30	Henny Youngman
Stork Club	CBS 7:45	Princeton Triangle Club
T-Men In Action	NBC 8:30	The Oldest Racket - by A. S. Ginnes; with Leona Powers, Ann Summers, Fred Stewart, Kevin O'Morrison, Peg Hillias, John Becker
Shadow Of The Cloak	DuM 9pm	A Letter From China - by Lawrence & Virginia Dugan; with Isabel Price, Joan Stanley, Frank Silvera, Al Ramsen, Leon Askin, Guy Tano
Ford Festival (James Melton)	NBC 9pm	Rosemary Clooney, Jan Murray, Wally Brown
Big Town (Pat McVey)	CBS 9:30	Danger, Detour - by Charles Robinson; with Ed Cooper, Natalie Priest, Sy Oakland, Chris Evans, James Bender, Logan Field
Racket Squad(film) (Reed Hadley)	CBS 10pm	The Widow's Mite - by Maurice Tombragel; with Lester Mathews, Peter McCabe, Margaret Dumont
Martin Kane (Lloyd Nolan)	NBC 10pm	Daniel Reed, Harold Geary, Melba Rae, Herbert Rudley, Theresa Aguglia
Bigelow Thtr(film)	WABD 10pm	Dear Amanda - by Robert W. Soderberg; with Billie Burke, Edgar Buchanan, Margaret Hamilton, Bob Monger, Alice Kelley, Esther Dale, Robert Franklin
At Home	ABC 10:30	Polly Bergen
Crime Photographer (Darin McGavin)	CBS 10:30	Bill Of Lading - by Ben Radin; with Edward Binns, Russell Dennis, Phyllis Love, Jack Carron, Philip Kenneally, Mario Gallo, Joe Sullivan

FRIDAY DECEMBER 14

RCA Victor Show	NBC 8pm	Ezio Pinza, MC; Beatrice Lillie, guest
Man Against Crime (Ralph Bellamy)	CBS 8:30	Paul Valentine, Mary-Alice Moore, Dolores Sutton, Michael Gorrin, Florence Halop
Crime With Father (Rusty Lane)	ABC 9pm	Hugh Thomas, Wendy Drew, Jacqueline Billingsley
Schlitz Playhouse	CBS 9pm	Exit - by Robert Holmi, as told to David Shaw; with John Payne, Coleen Gray, Oliver Thorndike, Harold Vermilyea, Svea Grunfeld, Ronald Long, Riza Royce, J. Barry Nathan, Ruth Masters, Ramsay Williams, Leslie Litomy, Joan Potter
Big Story	NBC 9pm	Ralph Goll, Detroit Free Press - adapt by A.S. Ginnes with Nelson Olmstead, Harry Davis, Lois Wheeler, Helen Choat, Francis DeSales, John Boruff, Jay Barney

[illegible]

[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]

[illegible]

[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]

Cavalcade Of Stars (Jackie Gleason)	DuM 10pm	Jan Peerce, Martha Stewart, Verna Raymond(child variety artist)
Eloise Salutes	WABD 11pm	Emily Kimbrough

TALENT LOCATOR SERVICE December 9, 1951

IN NEW YORK

GWEN ANDERSON now in NY - AGT: Bonnie Alden, Baum-NewbornBR 9-6377

BELLE BAKER from Detroit Dec 10 - AGT: Jerry Rosen PL 7-6185

POLLY BERGEN film ingenue current St. Regis

JOSEPH BULOFF -AGT: Al Grossman CI 5-8422

DONALD BUKA now in NY

RICHARD CARLSON - AGT: John Gibbs Agcy PL 7-5959

JACKIE COOPER current "Remains To Be Seen" PRESS: Leo Freedman CH 4-7250

DANE CLARK current "The Number" - AGT: MCA PL 9-7500

GARY COOPER now in NY, & AGT: Everett Crosby now in NY

KATHARINE CORNELL opening "The Constant Wife" this week - CON: Guthrie McClintic CI 7-5152

LINDA DARNELL will be in NY two weeks

ANTON DOLIN returned from Europe- PRESS: Friedberg & Katz PL 7-4776

ANN DVORAK on coast, avail NYC TV - AGT: William Morris JU 6-5100

DOUGLAS FAIRBANKS JR. - AGT: Martin Goodman JU 6-1180

LISA FERRADAY film actress avail TV - AGT: Charles Baker, Wm Morris JU 6-5100

RUTH GORDON now in NYC

SIGNE HASSO current "Glad Tidings" - AGT: John Gibbs Agcy PL 7-5959

JUNE HAVOC current "Affairs Of State" - PRESS:Karl Bernstein CI 6-0427

JUDY HOLLIDAY now in NYC

GLYNIS JOHNS arrives from England Dec 10 for "Gertie" rehersals

EDWARD EVERETT HORTON in NYC thru Dec 24 AGT: Wm Morris JU 6-5100

BURT LANCASTER arrives from Europe Dec 10

JODY LAWRENCE film ingenue - CON: Columbia Pictures CI 5-5000

BEATRICE LILLIE now in NYC

MARGARET LINDSAY now in NYC - AGT: Baum-Newborn BR 9-6377

ANITA LOUISE now in NYC

EDMUND LOWE of "Front Page Detective" now in NY - AGT: Wm Morris

BELA LUGOSI returns from Europe this week CON: David Dietz CO 5-2125

MARY McCARTY current Waldorf - MGR: Gloria Safier MU 8-3950

DAVID NIVEN current "Nina" - AGT: MCA PL 9-7500

LAURENCE OLIVIER & VIVIAN LEIGH now in NY PRESS: Richard Maney WI 7-6939

JEAN PARKER & ROBERT LOWERY from Australia Dec 12 - AGT: Jerry Rosen PL 7-6185

FECUNDO RIVERA QUINTET current Chateau Madrid - AGT: Jerry Rosen

GRACIELA RIVERA City Center soprano - AGT: NCAC PL 9-6000

ROWENA ROLLINS comedienne arrives NY Dec 19 - AGT: Al Grossman CI 5-8422

MAXIE ROSENBLOOM will be in NYC Dec 23 & 24 only - AGT: Jerry Rosen

GLORIA SWANSON - AGT: Famous Artists CI 7-6200

DUKE & DUCHESS OF WINDSOR arrive NY Dec 10

SALLY VICTOR designer returns from Europe Dec 10

[illegible]

[illegible]

"A D I E U   A C C E S S O R I E S" December 9, 1951

IN NEW YORK

[illegible]

[illegible]

[illegible]

VOL. 3 NO. 10

A SPECIAL REPORT

TV PLAY TITLES & SCRIPT CREDITS

Covering the Period

June 16 '51 through Nov 16 '51

Ross Reports

ON TELEVISION

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910
6087 Sunset Blvd. • Hollywood 28 • HIllside 1100

Wallace A. Ross, Publisher Copyright 1951-52

OVER 80 TV DRAMATIC SCRIPT OUTLETS - BUT HALF ARE STAFF WRITTEN; ½ HR PREDOMINATES - FILM ON RISE - ABC TO THE FORE;

Network-Writer Negotiations Continue

There are some TV viewers who are prone to complain about the"sameness' of television's dramatic material...the preponderance of undistinguished properties that are rehashed week after week. Obvious factors in the development of such a situation include: the tremendous mass of material consumed; the restrictions placed upon story & characterization by the prevalent 26-minute length; the minor budget allocation to story & script - with the resultant failure to attract top properties or writers; and, of course, the apparent dictates of the public itself.

Criticism to the contrary, the number of programs which employ dramatic scripting has risen to approximately 67 regularly-scheduled network offerings, with at least 13 more film dramas circulating in the Spot market. Statistical analysis shows: of 80 examined - 24 are on film, some two dozen fall into the crime detection category, 2 are science fiction, 7 are ¼hr serials, 9 are full-hour dramatizations, and 63 are in the half-hour length(all TV films are currently being produced in this category in order to capitalize on Spot distribution). At least half of the total are staff written, and the remainder offer only a fair monetary attraction when compared with competitive media.

Although pay ranges have not risen noticeably (in the face of an almost desperate search for material), producers do tend to pay toward the top rather than the bottom of their range. The 9 hour-long dramas are paying anywhere from $1000 to $3000 for rights with as much as $1250 going to the TV adaptor. The half-hour plays range anywhere from $350 to $750 for the TV writer. (wherever possible script prices are cited on the following pages).

With the number of TV films on the rise, recent reports from Hollywood indicate a general resentment upon the part of writers' agents toward the low scale of money for the writer of "vidpix". A round figure of $600 is average for original and teleplay in TV films, and agents are trying to establish residual percentages or directorial assignments for their clients in order to make a TV venture worthwhile, in comparison to motion picture potentials for the same property.

Representatives of the Authors League (Authors Guild, Screen Writers Guild, Radio Writers Guild, Dramatists Guild, TV Writers Group) and the networks - now that a National Television Committee has been empowered to represent all writer factions - are now only several weeks away from resolving an agreement which has kept them in active session twice weekly for about a year. With retention of rights and tenure of use among the more important issues to be covered, agreement on other basic problems is already assured. Withdrawal of a recent Radio Writers Guild petition to the NLRB for sole TV jurisdiction with regard to "live" shows has spurred the negotiators toward an early solution. - more -

NATIONAL BROADCASTING COMPANY, INC
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N.Y.

AT LAST THE ACCOLADE - NEXT THE CASH?

It would appear that television by the very rate with which it consumes material has at last established the writer as a prominent factor in the total production. The search for material, the crying out for fresh new talent has rarely been sounded so strongly in the past. And yet the same restrictive thinking that has hampered other forms of talent has contrived to place a very few experienced hands in control of the market.

William Kaufman, NBC-TV casting director, who plans to publish his second "Best Television Plays of the Year" (1950-51) this month, found that relatively few of the entries up for consideration were from the pen of newer names to the TV writing ranks. In the preface to his book, Kaufman will point out that writers in general now look to television as the developing ground for their talent, and that if TV cannot provide an airing then little in the way of new writers will mature in the cause of theater, creative literature, and the reporter and historian of the times.

At the same time, more incentives for the established craftsman are in order....with particular emphasis on retention of rights....and/or residual rights. As the field matures, more and more producers are granting such rights when the situation calls for such a move. However, it is the standardizing of such provisions that comprises the major issues in negotiation currently.

Basically, the National Television Committee - 13 writers from the East Coast guilds and 13 from the West Coast guilds - seeks establishment of the following:

a. Payment of a refusal fee (already from 1/3 to 1/2 is prevalent).
b. Leasing of material, rather than sale (one usage in the case of "live" programs; residual percentage in the case of film).
c. Re-use payments and/or continual financial interest.
d. Air and publicity credit equal to that of other craftsmen.
e. Payment within 10 days after telecast (usually paid on acceptance).
f. No scripting on a competitive basis.

As to inter&intra-union jurisdiction, the writers themselves have still to settle this knotty problem (however, negotiations with the networks can proceed since the National Television Committee has sole bargaining power). There are two approaches to the jurisdictional question. One, advanced by the Radio Writers Guild, would have that guild represent writers for all "live" TV, while the Screen Writers Guild would represent writers for all TV films. RWG can see no justification for the temporarily established TV Writers Group, claiming that overlapping memberships, dues, etc. would result if the Group were ultimately established as a guild. RWG claims that it is fully able to cope with both AM & TV writers' problems.

On the other hand, a number of the other guilds within the Authors League and represented on the NTC adhere to the plan of having either an independent guild or a central guild to represent TV writers for both film and "live" TV. On the West Coast, a TV Writers Group would function within the SWG, and a similar group would work within the Authors League in the East.

Incidentally, within the past year, membership in the current TV Writers Group has jumped by 30%, with most of the new members coming from the ranks of writers who had never belonged to other guilds within the Authors League or from those who had become temporarily inactive and had come out to bask in the TV sun. A check of credit cards, however, indicates substantiation of the earlier statement here that not as many new names appear for current productions as did in the past. The oldtimers have quite a grip on the market.

At the same time, with ABC-TV joining NBC-TV and CBS-TV as a proponent of the dramatic form (19,21 & 17 dramas respectively; DuM has 10), the market is growing too. Witness the following pages.

[illegible]

It would appear that television is the very thing with which it commences [illegible] and [illegible] production facility in the final [illegible] [illegible] [illegible]

LIST OF PROPERTIES USED ON TV DRAMAS - JUNE 16, 1951 THROUGH NOV 16, 1951

This brings up to date our listings of August 20, 1950 (Vol 2 No 5C), December 10, 1950 (Vol 2 No 9B) & June 10, 1951 (Vol 3 No 5B). We have indicated whether it is an original (O) or an adapted (A) script. Staff-scripted programs are recorded at the end of this list.

ARMSTRONG CIRCLE THEATER(NBC)

Script Editor - Ed Roberts at BBD&O; Scripts are $500-750 for half-hour originals dealing with "Americana." Whodunits, farces, fantasy, ultra-sophistication taboo

Close Harmony - O - James Garvin & Turner Bullock
Table For Two - O - Hamilton Benz
A Beautiful Friendship - O - Ruth Woodman
Mountain Song - O - Elizabeth Hume
The Man In The Bookshop - O - Wm Dudley
Johnny Pickup - O - Doris Halman
Sleight Of Hand - O - John G. Fuller & James Garvin
The Runaway Heart - O - Doris Halman
Lost And Found - O - Muffet Peter
Night Song - O - Anne Howard Bailey
Day Dreams - O - Michelle Cousin
Buckaroo - O - Anne Howard Bailey
Leave It To Mother - O - Anne H. Bailey
Last Chance - O - Turner Bullock & Anne Howard Bailey
The Mistake - O - Anne Howard Bailey
Bone Of Contention - O - Eli Cantor
By The Book - O - Don Ettlinger
Flame-Out - O - Roger Garis
Danny's Tune - O - Frank P. DeFelitta
The Commandant's Clock - O - William Welch
The Long View - O - Kay Arthur
Fog Station - O - Roger Garis

ASSIGNMENT: MANHUNT(NBC)

Half-hour dramatic adventure series; last show was Sept 1.

The Pipes Are Calling - O: Dan Sontup; A: David Swift
Sentence Of Death - O: Thomas Walsh; A: Max Wilk
Delayed Verdict - O: Allen Vaughan Elston; A: David Swift
The Good Prospect - O: Thomas Walsh; A: David Shaw
The Trap - O: T Walsh; A: D Swift
Confidential Agent - O - Abram S. Ginnes
Through A Dead Man's Eye - O: Cornell Woolrich; A: David Swift

BIG TOWN(CBS)

Script Editor - Charles Robinson at CBS, on assignment.

The Suitor - O - Alvin Boretz
House By The Track - O - Boretz & Charles Robinson
The Black Room - O - Boretz & Robinson
Lady Of The House - O - Alvin Boretz
The Man At The Desk - O - Alvin Boretz
Neighborhood Story - O - Boretz-Robinson
The Three R's - O - Joseph Ruscoll
Success Story - O - Ruscoll & Robinson
Many Happy Returns - O - Ruscoll-Robinson
The Come-Back - O - Ed Adamson & Robinson
The Collector - O - Alvin Boretz
Red For Danger - O - William Markham
The Juke Box - O - Joseph Ruscoll
Fifth Floor - O - Ruscoll & Chas Robinson
Cottage In The Woods - O - Lewis Harmon & Peter Parker
The Women's Page - O - Willard Keefe & Chas Robinson
The Turning Point - O - Ruscoll & Robinson
Off-Beat - O - Henry Myers & Robinson
Notice Of Death - O - Boretz & Robinson

EXTRA COPIES

Subscribers may order extra copies of this report @ $3 each;
Copies of earlier lists are available @ $5 each.

BIGELOW THEATER(DuM)

Script Editor - Karl Schullinger at Y&R (on film); Scripts are $500 for half-hour originals with general themes.

The Big Hello - O - Walter Brown Newman
The Other Jessie Grant - O - George Batson & Richard McCracken
The Man Who Had Nothing To Lose - O - Norman Jacobs
Rewrite For Love - O - Virginia Mullen & William Alland
Mechanic On Duty - O - Martha Wilkerson
A Man's First Debt - O - Jerome Brondfield
Charming Billy - O - George Batson & Donn Harmon
TKO - O - Ted Thomas
The Hot Welcome - O - William Bruckner
A Woman's Privilege - O - Marri Jane & Joseph Hayes
The Honeymoon Is Over - O - Muriel R Bolton

CAMEO THEATER(NBC) - Last show was August 27, 1951

Heart's Choice - O - Raphael Hayes
Special Delivery - O - Harry W. Junkin
Avalanche - O - Harry W. Junkin
Of Unsound Mind - O - Harry W. Junkin
Strange Identity - O - Harry W. Junkin
Betrayal - O - Harry W. Junkin
Blackout - O - Harry W. Junkin
Deception - O - Harry W. Junkin
The Third Time - O - Harry W. Junkin

CELANESE THEATER(ABC)

Script Editor - Mab Anderson (PL 9-1760); Approx $750 for 1-hour adaptations of plays by members of Playwrights Co; show is on alternate weeks.

Ah, Wilderness - O - Eugene O'Neill
Winterset - O - Maxwell Anderson
Susan And God - O - Rachel Crothers
Old Acquaintance - O - John Van Druten

THE CLOCK(NBC) - Last show was August 31, 1951

Journey Along The River - O - Edward Mabley & Joanna Roos
Last Adventure - O: Thomas W. Phipps; A: Phipps & Robert Shackleton
Love Is Contraband - O - Hamilton Benz
A Right Smart Trick - O - Nora Stirling
The Hidden Thing - O - A. J. Russell
The Lily Pond - O - Howard Rodman
Dream Beach - O - Vincent O'Connor
The Traveler - O - Robert Finch
Affliction - O: Harry W. Junkin; A: A.J. Russell

THE CLOCK(ABC)

Script Editor - William Spier at Regis Radio; uses original half-hour scripts with melodramatic themes, approx $400.

The Silver Frame - O - William Spier
Untitled Script - O - Robert Tallman & William Spier
The Silent Hand - O - Robert Sloane
Death Trap - O - George Wolf

COSMOPOLITAN THEATER(DuM)

Script Editor - Sherman Marks at Louis G. Cowan; approx $750 for 1-hour adaptations of Cosmopolitan Magazine stories.

The Secret Front - O: Paul Gallico; A: Richard McCauley
Incident In A Blizzard - O: Ruth McCoy Harris; A: Robert W. Anderson

[illegible]

[illegible]

[illegible]

COSMOPOLITAN THEATER(Cont'd)

Reward, One Million - O: Manuel Komroff; A: Charles O'Neill
Be Just And Fear Not - O: Rita Weiman; A: David Shaw
Lost Concerto - O: Libbie Block; A: Arnold Schulman
Mr. Pratt And The Triple-Horror Bill - O - F. Hugh Herbert
I'll Be Right Home, Ma - O: Henry Denker; A: Leon Stein

CRIME PHOTOGRAPHER(CBS)

Script Editor - Arthur Heinemann at CBS; On assignment, $500 for half-hour originals with adventure, murder, mystery themes, and featuring central character of "Casey, Crime Photographer."

The Picture Of The Duchess - O - Alvin Sapinsley
The Scowling Boy - O - James P. Cavanaugh
Sandhog Story - O - Alvin Sapinsley
The Meeting Place - O - James P. Cavanaugh
The Road Back To Prison - O - Sapinsley
Babies For Sale - O - Carol Warner Gluck
Unlucky Number - O - Ben Radin
The Clean-Up - O - Ben Radin
The Long Shot - O - Ben Radin
The Revolt - O - James P. Cavanaugh
The Retirement Of Willie - O - Alvin Sapinsley
The Honest Jockey - O - Carol Warner Gluck
Murder On The Inside - O - Robert Shaw
The Payoff - O - Max Ehrlich
The Judge Meets A Deadline - O - Ben Radin
Brains - O - Raphael Hayes
Torch - O - Carol Warner Gluck
The Hero - O - James P. Cavanaugh
The Blue Hand - O - Alvin Sapinsley

DANGER(CBS)

Script Editor - Arthur Heinemann at CBS; $350-450 for half-hour originals & adaptations with suspense theme.

The Knave Of Diamonds - O - Loren Singer
The Paper-Box Kid - O: Mark Hellinger; A: W. Bernstein
Mr. Lupescu - O - Anthony Boucher
Death Gamble - O: A. Pushkin; A: Paul Alter
Goodbye, Hannah - O: Steve Fisher; A: Walter Bernstein
Death Among The Relics - O - Paul Bauman
In The LaBanza - O - Sam Elkind
Love Comes To Miss Lucy - O: Q. Patrick; A: Paul Bauman
Inherit Murder - O - Elliot West
Deadline - O - Paul Bauman
High Wire High Steel - O: Ken Kold; A: Paul Bauman
Death Beat - O - Elliot West
Marley's Ghost - O - Harold Taub
Criminal At Large - O: Larry Holden; A: Sam Elkin
The Sparrow Cop - O: MacKinley Kantor; A: Harry Essex
Murderer's Face - O - Bruce Minnix
Motive For Murder - O - John & Ward Hawkins
The Madman Of Midville - O: Georges Simenon; A: Paul Bauman
The Fourth Confession - O: Jerome & Harold Prince; A: Irving Elman
Free Zoo - O - Peter Parker
Final Rejection - O: Hedda Rowan & Eliz. Bullock; A: Harry Essex
Sleep And Tell - O: Jacqueline Morand & Judith Cohen; A: Jim West

FAITH BALDWIN THEATER(ABC) - Last show was Oct 20, 1951

Love Letters - A: William Noble
Success Story - A: F. Baldwin & Wm Noble
Inspiration - A: Gene Hurley
A Job For Jenny - A: Gene Hurley
Sleeping Beauty - A: William Noble
Barry And The Beautiful Doll - A:G. Hurley
Careless Love - A: Betty Loring
We Have These Hours - A: William Noble
Henry's Harem - A: Everett Sumner Crosby
What's Yours Is Mine - A:W Noble-S de Baun

[illegible]

[illegible]

[illegible]

LIST OF PROPERTIES USED ON TV DRAMAS - JUNE 16, 1951 THROUGH NOV 16, 1951

FIRESIDE THEATER(NBC)

Script Editor - Brewster Morgan at Compton Advtg, H'wood; Approx $500 (depends on the property) for half-hour love, mystery & comedy scripts (on film).

Comes The Day - O - Brenda Weisberg
Homer Takes A Bride - O - James Gunn
White Violet - O: Bret Harte; A: Samuel B. Harrison
Torture - O - Richard G. Hubler
The Seven Graces - O: H.C. Brunner; A: Brenda Weisberg
Doctor Mac - O: D.A. Jowitt; A: Jowitt & Joseph Mischel
Second Chance - O - Joseph Mischel
Solitaire - O - Bernard Sloan
The Birds Are Walking - O - Wells Root
Treasure Of The Heart - O - B. Weisberg
Big Night In Boonetown - O: George Zuckerman; A: Thomas Haines
Party Dress - O: Brenda Weisberg; A: Weisberg & Brewster Morgan
Handcuffed - O: Herb Meadow; A: B Morgan

FIRESIDE ARENA THEATER(NBC) - Last show was Aug 21, 1951

International Incident - O - Arnold Belgard
The Vigil - O - Ellen & Richard McCracken
A Little Night Music - O - Raphael Hayes
A Jury Of Her Peers - O: Susan Glaspell; A: Frederic Manley
Make-Believe - O - Raphael Hayes
Back To Zero - O - John Haggerty
Moment Of Glory - O - George & Gertrude Fass
Deliver Us From Evil - O - David Swift
Agnew Jones & The Giants - O: R McCracken
The Lottery - O: Shirley Jackson; A: Ellen Violett

FORD THEATER(CBS) - Last show was June 29, 1951

Night Over London - O: Kay Boyle; A: David Davidson
The Ghost Patrol - O: Sinclair Lewis; A: William Kendall Clarke

GRUEN THEATER(ABC)

Script Editor - Rudy Flothow at Revue Prod'ns, H'wood; Approx $500 for half-hour scripts with general themes (on film).

The Driven Snow - O: Les Crutchfield; A: Axel Gruenberg
Ballerina - O - Monroe Manning, John Kohn
Hit And Run - O: George & Gertrude Fass; A: Howard Irving Young
One Strange Day - No info available
The Cavorting Statue - No info available
That Time In Boston - O: Les Crutchfield; A: Eve Greene
Peril In The House - O - Eve Green
Shooting Star - No info available
Five Golden Guineas - No info available
Come To The Bank - No info available
Luckiest Guy In The World - No info avail

HANDS OF DESTINY(DuM)

Script Editor - Charles Mann at DuMont; Half-hour scripts are approximately $250 for original mystery, psychological and suspense dramas.

A Flower For Your Grave - O - Sheldon Stark & Wallace Thomson
Last Man Wins - O - R.N. Brant
The Waterfront - O - Lawrence Menkin
The Vacation - O - Eric James Martin
Fatal Accident - O - Neal Brant
Double Jeopardy - O - Jerry McGill
The Easy Mark - O - Eric James Martin
The Game - O - Lawrence & Virginia Dugan
The Strange Journey - O - Lawrence Menkin
The Forbidden Field - O - Edgar Marvin
The Arrangement - O - George Morris
A Busy Signal - O - R.N. Brant
Lane's End - O - Hamilton Benz
The Mail Order Bride - O - L & V Dugan
The Rubber Ball - O - Mel London

[illegible] OF [illegible] STOCK, QUEEN'S PARK - [illegible], [illegible] NOV. [illegible], 1951

PRINCESS THEATRE(ABC)

Sun (Matinee) - Brewster's Millions, M. Dunphy-Avril, Elwood; Abbott & Costello (depends on the property); Ist half-hour [illegible], mystery & comedy; multiple (On file).

Come The Day - O - [illegible] [illegible]
[illegible] - A: [illegible] - [illegible] Drum
White Violet - O: [illegible] Harris; L: Samuel
[illegible]
Invitation - O - Rosalind [illegible]
The Secret Garden - O: [illegible] Turner;
A: [illegible] Wilcoxon
Doctor Vice - O: [illegible] A: [illegible]
[illegible]

Second Chance - O - [illegible]
Solitaire - O - [illegible]
The Birds Are Walking - O - [illegible]
Treasure Of The Heart - O: - R. Weldon
Big Night In Bonnetown - O: George
[illegible]
Mousetrap; A: Thomas [illegible]
Dairy Dress - O: [illegible]
A: [illegible]
Dead [illegible] - [illegible] A: [illegible]

[illegible] THEATRE(MGM) - Last show [illegible] Aug 21, 1951

[illegible] - C - Arnold
[illegible]
The Vigil - C - [illegible]
A Lady With Music - C - [illegible]
A Day Of The Fools - [illegible]
[illegible]
Hide-Bailiff - C - [illegible]

Back To Back - O - [illegible]
Return Of Mary - O - [illegible]
[illegible]
Twilight Detection Unit - O - David [illegible]
Above Those A Tree Stands - O: [illegible]
The Lottery - [illegible] [illegible]
A: Allen [illegible]

[illegible] (MGM) - Last [illegible] June 24, 1951

[illegible] Over Liberion - O: [illegible]
A: [illegible]

The Doors Patrol - [illegible]
A: [illegible]

[illegible] THEATRE(ABC)

Sunday Matinee - [illegible] Ruth Roman Fred Mac, Elwood; Abbott & Costello [illegible] multiple [illegible] (On file).

The Frozen Snow - O: [illegible]
A: [illegible]
Bullfighter - C - [illegible]
Kid And Kim - O: [illegible]
[illegible]
The Strange Love - O: [illegible]
The Gunslinger Returns - [illegible]

Last Time In Boston - O: [illegible]
A: [illegible]
Heal In The Young - C - [illegible]
Wedding Bar - [illegible]
Nine Golden Months - [illegible]
Dame Fr The Dark - [illegible]
Lunchbox Guy In The World - [illegible]

[illegible] OF [illegible](MGM)

Sunday Matinee - [illegible] Mon. [illegible]; Mid-hour [illegible] are approximately 2500 [illegible] [illegible] and [illegible].

A Flower Fair Lady Gone - O - [illegible]
[illegible]
Lady Has Wings - C - [illegible]
The [illegible] - C - [illegible]
The Variation - C - [illegible]
Total [illegible] - C - [illegible]
[illegible] - C - [illegible]
The Deer Hunt - C - [illegible]

The Game - C - [illegible]
The Strange Journey - C - [illegible]
The [illegible] Blues - C - [illegible]
The [illegible] - C - [illegible]
A Day Signal - C - [illegible]
Lane's Day - C - [illegible]
The Full Order Radio - C - [illegible]
The [illegible] Hall - C - [illegible]

HANDS OF DESTINY(Cont'd)

Fatal Recess - O - John Gay
High Iron - O - Sid Edelstein
The Bookmark - O - L & V Dugan
Death Lives In A Glass House - O - Anne Howard Bailey
No Strings For Vengeance - O - Mel London

KRAFT THEATER(NBC)

Script Editor - Ed Rice at JWT; Approximately $500-750 (depending on property) for 1-hour originals and adaptations with general themes.

Only The Heart - O - Horton Foote
The Adventures Of Tom Sawyer - O: Mark Twain; A: R. Howard Lindsay
Bright Shadow - O: J.B. Priestly - A: R. Howard Lindsay
Old Doc - O - Jean Lee Latham
Pigs - O - Anne Morrison & Patterson McNutt
The Easy Mark - O - Jack Larrie
The Wren - O: Booth Tarkington; A: R. Howard Lindsay
Irish Eyes - O Edward W. Rose
Moon Over Mulberry Street - O - Nicholas Cosentino
Hour Of Crisis - O - Eric Hatch
Justice - O - John Galsworthy
Merry Madness - O - Sheridan Gibney
Vienna Dateline - O - Morrie S. Helitzer
Zone Four - O - James Fielder Cooke
Hilda McCay - O - Vincent McConnor & Hugh Kemp
John Wilkes Booth - O - Peter Yates
Ashes In The Wind - O - Mac Shoub
The Tale Of The Wolf - O: Ferenc Molnar; A: Hans Bartsch
The Climax - O - Jacques Duval
Seen But Not Heard - O - Marie Baumer & Martin Berkley
Interference - O - Roland Pertwee & Harold Deardon
Never Be The Same - O - Peter Martin

LIGHTS OUT(NBC)

Script Editor - H. Philip Minis at NBC; Half-hour scripts are approximately $350 for originals, $200 up for adaptations of supernatural stories that satisfy both the logical and the credulous. No more than one major & two minor sets.

Dead Freight - O - A.J. Russell
And Adam Begot - O: Arch Oboler; A: Ernest Kinoy
The Devil In Glencairn - O - Brett Warren
The Fingers - O - Vincent McConnor
The Faceless Man - O George Lefferts
Follow Me - O - A.J. Russell
Blackwood Halt - O - Gerald Anderson & Warren Parker
Rappacini's Daughter - O: Nathaniel Hawthorne; A: Hal C. Hackaday
Dark Image - O - John McGreevey
The Deal - O - James Blumgarten
The Beast In The Garden - O - V. McConnor
The Passage Beyond - O - Doris Halman
The Meddlers - O: Manley Wade Wellman; A: Douglas Wood Gibson
Zero Hour - O: Ray Bradbury; A: George Lefferts
The Man With The Watch - O - Harry Muheim
Mrs. Manifold - O: Stephen Grendon; A: Charles Sinclair
Prophet Of Darkness - O - John McGreevey
Will-O'-The-Wisp - O - Doris Halman
The Chamber Of Gloom - O - A.J. Russell
I, Spy! - O - Gerry Morrison
The Veil - O - Raphael Hayes

LUCKY STRIKE THEATER(NBC)

Script Editor - Frances Head at the John Gibbs Office; Show, on alternate weeks, uses 1-hour scripts on assignment; price varies according to property; general themes.

Three O'Clock - O - Thomas W. Phipps
I Am Still Alive - O - Edward Hope
When We Are Married - O: J.B. Priestly; A: Irving G. Neiman

LUCKY STRIKE THEATER(Cont'd)

Bubbles - O: Wilbur Daniel Steele; A: Thomas W. Phipps
I Wouldn't Be In Your Shoes - O: William Irish; A: Richard Morrison
To Walk The Night - O: William Sloane; A: Irving G. Neiman
An Inspector Calls - O: J.B. Priestly; A: Dennis Green

LUX VIDEO THEATER(CBS)

Script Editor - Richard McDonagh at JWT; Half-hour scripts; prices dependent on property. No strict limitations on scripts although comedies are rarely used.

Inside Story - O - Nelson Bond
The Pacing Goose - O: Jessamyn West; A: Lenore Lenz
It's A Promise - O - Michelle Cousin
A Matter Of Life - O - Mac Shoub
Route 19 - O: Robert F. Carroll; A: Joseph Ruscoll
Twinkle In Her Eye - O: Joseph Carroll; A: Bill & Imelda Coleman
The Promise - O - Harry W. Junkin
Forever Walking Free - O: MacKinlay Kantor; A: John Whedon
A Family Affair - O - John Whedon
Grandma Was An Actress - O - James Truex
Cafe Ami - O - George Bellak
The Doctor's Wife - O - Manya Starr
Confession - O - Mac Shoub
No Will Of His Own - O - John W. Campbell

NOT FOR PUBLICATION(DuM) - Last show was Sept 6, 1951

Playback - O - Burt Brazier
Unfinished Business - O - George Bellak
The Medal - O - Frank Rosenfeld
Hold Up The Sun - O - Bear Kraut
Best Seller - O - George Bellak
Homework - O - Don Sheldon
Winter Rose - O - Sylvia Ruter & Ruth Weissman
The Cop - O - David Ewol
The Lorenzo Brothers - O - Neil Brant
Final Decision - O - Lawrence Menkin
This Battered Caravanserari - O - R Gerry

OUT THERE(CBS)

Script Editor - Arthur Heinemann at CBS; On assignment, $350-400 for half-hour science fiction scripts.

The Outer Limit - O: Graham Doar; A: Elihu Winer
The Sense Of Wonder - O: Milton Lesser; A: Howard Rodman
Ordeal In Space - O: Robert Heinlein; A: Edward Waldo

PLAINCLOTHESMAN(DuM)

Script Editor - staff written for Transamerican.

The Tattle Tale Rain - O - Ellis Kadison
Murder In The Fun House - O - Burt Brazier
The Fine Art Of Homicide - O - John McCain
The Rudiments Of Homicide - O - J McCain

Scripts by Gil Braun:
Final Flight
Model Wife
Graft Cop
Killer For Hire
The Jackpot
The Suspicious Halfback

Scripts by Gil Braun:
The House Of Hate
The Gentle Killer
Appointment With Disaster
The Life Guard And The Lady
The Truth
Homicide In The Heir
Murder Stops A Wedding
Sleep For Sale
The Tragedy Of Brant Cove
Motive: Greed

LIST OF PROPERTIES USED ON TV DRAMAS - JUNE 16, 1951 THROUGH NOV 16, 1951

PULITZER PLAYHOUSE(ABC) - Last show was June 29, 1951

The Pen - O: John Hersey; A:David Davidson
You're Not The Type - O: Edna Ferber; A: Irving Elman
The Buccaneer - O: Maxwell Anderson & Lawrence Stallings; A: Mab Anderson
The Weak Spot - O: George Kelly; A: David Shaw
The Big Break - O - Irving Elman

*Pulitzer Playhouse returns to ABC in December; will alternate with Celanese Theater; production details not set.

ROCKY KING(DuM)

Script Editor - Jerry Layton; on assignment only.

Death In The Harbor - O - Lawrence Lariar
The Tell-Tale Mark - O - Sheldon Stark & Wallace Thomson
Swing Low, Sweet Life - O - Clinton Spooner & Ruth L. Baer
Bottled Secret - O - Frank Phares
Over The Counter - O - Spooner & Baer
The Black Spots - O - Ira Marion
A Permanent Curl - O - Lawrence Lariar
All Tied Up - O - Spooner & Baer
The Comic Strip - O - Lawrence Lariar
The Knife & The Number - O - Stark & Thomson
Money Baits The Hook - O - Stark & Thomson
A Shot In The Dark - O - Spooner & Baer
No Soap - O - Lawrence Lariar
Slightly Suicide - O - Milton J. Kramer
The Missing Stranger - O - Stark-Thomson
Obits, Please Copy - O - Spooner & Baer
Bride Of Fear - O - Spooner & Baer
Murder Is A Chinese Puzzle - O - Spoon-Baer
Jewel Song - O - Ira Marion
The House On Bleak Street - O - Spoon-Baer
Probably Booker - O - Lawrence Lariar

SCHLITZ PLAYHOUSE(CBS)

Script Editor - Florence Britton at Y&R; 1-hour scripts with general themes, up to $1000 for adaptations, $1250 for originals.

Not A Chance - O - Thomas W. Phipps
Never Wave At A Wac - O: Fritz Kohner; A: Fred Brady
The Name Is Bellingham - O: Edson J. Shamhart; A: Charles O'Neill
Still Life - O - Noel Coward
Decision And Daniel Webster - O: Hector Chevigny
The Memoirs Of Aimee Durant - O:T W Phipps
The Lucky Touch - O - Lennox Robinson

SHADOW OF A CLOAK(DuM)

Script Editor - Charles Mann at DuMont; Approximately $250-350 for half-hour originals & adaptations of adventure stories accenting international intrigue.

Light Of The Lantern - O: James L. Caddigan; A: Lawrence Menkin
The Search - O - Lawrence & Virginia Dugan
Million Dollar Watch - O - L. Menkin
Blueprint For Treason - O - L&V Dugan
The Two-Faced Man - O - Michael Morris
Without Arms - O - George Bellak
The Outsider - O - Barbara Booth
Plan For Plague - O - George Bellak
The Silent One - O - Hendrik Vollaerts
The Man With The Dark Glasses - O - Erwin Lewis
Consignment To Oblivion - O - Jerry McGill
The Magazine Peddlar - O - Shirl Hendrix
The Professor - O - Eric James Martin
Cairo Incident - O - L & V Dugan
The League Of Fear - O - Shirl Hendrix
Carnival In Berlin - O - L & V Dugan

LIST OF PROPERTIES USED ON TV DRAMAS - JUNE 16, 1951 THROUGH NOV 16, 1951

SOMERSET MAUGHAM THEATER(NBC) - Last show Dec 10, 1951

Script Editor - Frances Head at the John Gibbs Office; 1-hour adaptations of Somerset Maugham stories on assignment; program alternated with Lucky Strike Theater.

The Letter - A: Robert Sloan
In Hiding - A: Theodore & Mathilde Ferro
Bewitched - A: Kenneth White
The Yellow Streak - A: Martha Wilkerson
Appearance Of Reality - A: T & M Ferro
Grace - A: Martha Wilkerson
The Fall Of Edward Barnard - A: T&M Ferro
The Promise - A: David Davidson
The Ardent Bigamist - A: Russell Beggs
The Great Man - A: Peter Barry
A Woman Of Fifty - A: Russell Beggs
The Mother - A: Kenneth White
Masquerade - A: Russell Beggs
Before The Party - A: Kenneth White

STARLIGHT THEATER(CBS) - Last show was Oct 4, 1951

Three Hours Between Planes - O: F. Scott Fitzgerald; A: Elihu Winer
With Bated Breath - O: Ross Santee; A: Stephen de Baun
Act Of God Notwithstanding - O: Leonard Lee; A: Lawrence Hazard
The Big Head - O - Mel Goldberg
In A Military Manner - O - Sam Elkin
Lunch At Dinsalvo's - O - Edw. A. Connel
The Gravy Train - O - Loren Singer
Much Ado About Spring - O - Hannah Grad Goodman

STUDIO ONE(CBS)

Script Editor - Arthur Heinemann CBS; 1-hour scripts; approximately $900 for originals, $500 for adaptations of plays, novels, short stories. General themes.

The Angelic Avengers - O: Pierre Andrezei; A: Worthington Miner
The Idol Of San Vittore - O: Endro Montanelli; A: Jane Hinton
Macbeth - O: William Shakespeare; A: Worthington Miner
The Hero - O - Irwin Lewis
Mighty Like A Rogue - O: Day Keene; A: Lewis Meltzer
The Little Black Bag - O: Samuel R. Goldberg; A:Lois Jacoby&Paul Peters
Colonel Judas - O: Derwent Davis; A: Worthington Miner
They Served The Muses - O - Kressman Taylor
A Bolt Of Lightning - O - Irve Tunick

SUSPENSE(CBS)

Script Editor - Arthur Heinemann at CBS; Approximately $350-450 for half-hour originals and adaptations with sympathetic character in danger.

A Killing In Abilene - O - Gil Doud & Anthony Ellis
Tent On The Beach - O: Robert Patterson; A: Halsted Wells
Incident At Stoney Light - O: Robert Patterson; A: Max Ehrlich
Killers In The City - O - Victor Wolfson
This Is Your Confession - O: Stephen Vas & Franklin Kirk; A: Halsted Wells
Merryman's Murder - O: Louis Sobel; A: Alvin Sapinsley
Journey To Nowhere - O: Theodora Benson; A: Halsted Wells
Court Day - O:Luke Short;A:Ruth Woodman
The Greatest Crime - O - Halsted Wells
Blood On The Trumpet - O - Henry Myers
The Wisteria Cottage - O: Robert Coates; A: Charles Robinson
A Vision Of Death - O - Jerry Hausner & Walter Newman
Deadly Sabre - O - V Wolfson & Henry Myers
This Way Out - O: Robert Turner; A:Wolfson
Strange For A Killer - O - Robert Essen & Anthony Ellis
Doctor Anonymous - O:A Ellis; A: V Wolfson
High Street - O - Victor Wolfson
The Train From Czechoslavakia - O: H Wells
Moonfleet - O:SM Falkner; A:Halsted Wells

LIST OF PROPERTIES USED ON TV DRAMAS - JUNE 16, 1951 THROUGH NOV 16, 1951

TALES OF TOMORROW(ABC)

Script Editor - Mort Abrams at ABC and Foley & Gordon; On assignment only, uses scripts with science fiction, accent on the fantastic; half-hour show on alt weeks.

A Child Is Crying - O: John McDonald; A: Alvin Sapinsley
The Monsters - O:Bob Foshko; A: Charles O'Neill
The Search For The Flying Saucer - O - Mel Goldberg
The Last Man On Earth - O - Frederic Brown
Errand Boy - O:Wm Tenn; A:Mel Goldberg
Dark Angel - O: Lewis Padgett;A: Alvin Sapinsley
Test Flight - O:Nelson Bond; A: M Goldberg
The Crystal Egg -O: HG Wells; A:M Goldberg

(Philco) (Goodyear) TV PLAYHOUSE(NBC)

Script Editor - Julian Claman at Talent Associates; $500-750 for 1-hour originals and adaptations of plays, novels, short stories.

Operation Airlift - O: David Swift & George Giroux; A: David Swift
The Plot - O: Evelyn Piper; A: WK Clarke
I Want To March - O - H.R. Hayes
Pretend I Am A Stranger - O: Jack Aistrop; A: David Shaw
The Return - O - Stephen de Baun
Come Alive - O - W.K. Clarke
Night At The Vulcan - O: Ngaio Marsh; A: Thomas Phipps
The Wayward Season - O: Brenda Weisberg; A: David Shaw
Requiem For A Model-A - O - David Swift
Flight To Freedom - O:Geoffrey Kean; A: Stephen de Baun
Marcia Akers - O - Wm Kendall Clarke
Dr. Hudson's Secret Journal - O: Lloyd C. Douglas; A: Joan Crowley
Case History - O: Jean Leslie; A: Alexander Kirkland
Television Story - O: Thomas Phipps; A: Phipps & Robert Shackleton
Ephraim Tutt's Clean Hands - O: Arthur Train; A: David Swift
This Time Next Year - O - Fred Coe
Woman Of Intrigue - O - Arthur Kurlan
The Spur - O - Ardythe Kennedy
By-Line For Murder - O: Andrew Garve; A: Walter Bernstein
October Story - O - David Swift
The Copper - O - David Swift
Education Of A Fullback - O - David Shaw

THE WEB(CBS)

Script Editor - Jack Turner at Goodson-Todman; Approximately $350 for half-hour adaptations of top mystery stories.

Wanted: Someone Innocent - O: Marjorie Allingham; A: Charles Monroe
Old Jim's Second Woman - O: Margaret Mansfield; A: Sumner Locke Elliot
Break-Up - O: Thomas Wolfe; A: J Ruscoll
According To Regulations - O: WC Brown; A: Max Ehrlich
The Dishonorable Theif - O - John Cole
The Practical Joke - O - Sam Locke
He Was Asking For You - O: Marjorie Allingham; A: Elaine Ryan
The Customs Of The Country - O: Gerald Kersh; A: Alvin Sapinsley
Volcano - O - Hugh Pentecost
Beyond The Sea Of Death - O: Miriam Allen DeFord; A: Marie Baumer
Golden Secret - O: Franklin Heller; A: Hugh Pentecost
No Escape - O: Bruno Fisher; A:Ellis Marcus
The Man In The Goldfish Bowl - O: Walter C. Brown; A: Robert Wallstein
Wolf Cry - O - Hugh Pentecost
Murder For A Friend - O - Kelly Ross
Edge Of Error - O: Wm Brownell; A: Ruscoll
Too Late To Run - O: WC Brown; A:Wallstein
Hand In Glove - O: Gerald Savory; A: Charles Freeman
The Contradictory Case - O -Hugh Pentecost
All The Way To The Moon - O: Q. Patrick; A: Marie Baumer
The House Guests - O - Stanley Niss
A Man Dies - O - Bruce Tonks-Jack Garfein
He Was Asking For You - O: Marjorie Allingham; A: Elaine Ryan

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

STAFF-WRITTEN DRAMAS

Actors Hotel (ABC) - Flora Frank & John Fleming
A Date With Judy (ABC - Aileen Leslie
The Aldrich Family (NBC) - Robert Soderberg & Edith Sommer
Amazing Mr. Malone (ABC) - A Boretz, B Feiner, J Blumgarten, H Kurnitz, G Wang & C O'Neill
Amos & Andy (CBS) - Joseph Connelly, Robert Mosher, Robert Ross FILM
Big Story (NBC) - Jack Bentkover, Max Ehrlich, A.S. Ginnes, Ernest Kinoy
Big Town (CBS) - Charles Robinson, Alvin Boretz, Joe Ruscoll & some free lance
Boston Blackie (WNBT & Spot) - J. Benton Cheney FILM
Burns & Allen (CBS) - Paul Henning, Sid Dorfman, Harvey Helm, William Burns
By-Line (ABC) - Harold Davis, also Edward Morris, L A. Lewis, Harry Ingram, others
Captain Video (DuM) - M.C. Brock
Charley Wild (CBS) - Shirl Hendrix & Stanley Niss
City Hospital (ABC) - Julian Funt & Robert Newman
The Egg & I (CBS) - Joe Bates Smith & Manya Starr
Ellery Queen (ABC) - Norman Lessing, Henry Misrock, Helene Henff
Fair Meadows (NBC) - Agnes Ridgway
The First 100 Years (CBS) - Jean Holloway
Foreign Intrigue (WNBT & Spot) - Sheldon Reynolds FILM
Front Page Detective (WABD & Spot) - Irvin Ashkenazy & William Woolff...others FILM
Gabby Hayes (NBC) - Horton Foote & Jerome Coopersmith
Gallery of Mme Liu-Tsong (DuM - off now) - Ira Marion
Herb Shriner (ABC) - Ashmead Scott
Hollywood Screen Test (ABC) - Alton Alexander & Mort Lewis
I Love Lucy (CBS) - Jess Oppenheimer, Madelyn Pugh, Bob Carroll FILM
Kit Carson (Spot) - Derwin Abbott, Eric Taylor, Luci Ward
Leave It To Papa (WPIX) - Nick Consentino
Love of Life (CBS) - John D. Hess
Mama (CBS) - Frank Gabrielson
Man Against Crime (CBS) - Lawrence Klee
Martin Kane (NBC) - Kenny Kane & Don Sanford
Mr. District Attorney (ABC) - Robert J. Shaw
Mr. & Mrs. Mystery (WOR-TV - off now) - John Gay
Miss Susan (NBC) - Norman Lessing & Ellis Marcus
One Man's Family (NBC) - Carlton E. Morse
The Plainclothesman (DuM) - Gil Braun
Search For Tomorrow (CBS) - Agnes Eckhardt
Tom Corbett, Space Cadet (ABC) - Albert Aley
Trapped (WOR-TV) - Frank Wayne
Treasury Men In Action (NBC) - Jack Bentkover, Max Ehrlich, Ernest Kinoy, A.S.Ginnes
Wild Bill Hickok (Spot) - Bill Raynor, Agnes Christine Johnson, Frank Dazey FILM
Young Mr. Bobbin (NBC) - Norman Tokar & Ed Jurist

FILM PROGRAMS ON WHICH WE HAVE NO SCRIPT INFORMATION

Beulah (ABC) - Roland Reed Prodns, L.A.
Cisco Kid (Spot) - Frederic Ziv, L.A.
Hwood Opening Night (ABC-Spot) - MCA, L.A.
Mystery Theater (ABC-Spot) - Reed, L.A.
Racket Squad (CBS) - Hal Roach Jr, L.A.
Coronet Theater (Spot) - Crosby Ent, L.A.
Dangerous Assignment (NBC) - Don Sharpe,LA
Range Rider (Spot) - Flying A, L.A.
The Rimrocker (Spot) - Wes Beeman, L.A.
The Ring (Spot) - Primrose, L.A.
Roy Rogers (NBC) - Roy Rogers, L.A.
Trouble W/Father (ABC) - Reed, L.A.
Rebound (Spot) - Crosby Enterp, L.A.
Int'l Detective (Spot) - Dudley TV, L.A.

Also numerous others in preparation. Information is being gathered at present.

THIS LIST AS OF DECEMBER '51